JUNE 28, 1943

PRICE 15 CENTS

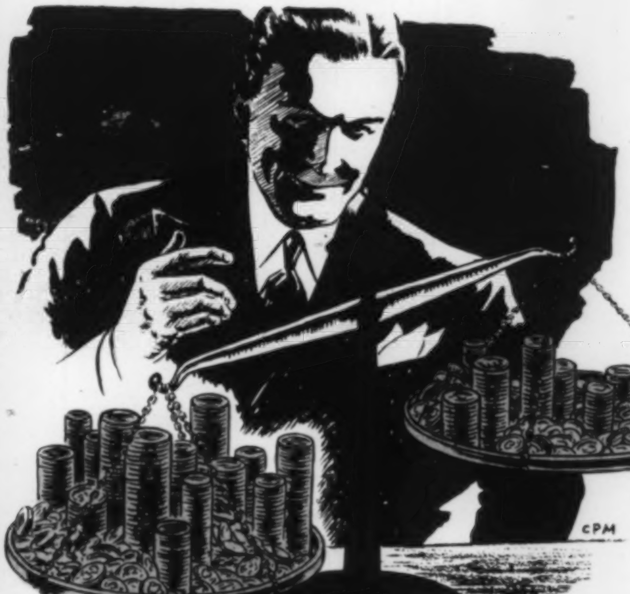
BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT:

JUN 29 1943



NATIONAL ADVERTISERS INVEST MORE MONEY IN WHO THAN IN ANY IOWA NEWSPAPER!

An analysis of 1942 national advertising expenditures in Iowa newspapers has just been completed. Results are so startling we knew you'd be interested. During 1942, WHO carried about *a half-million dollars more* national business (network and national spot) than the *total* national business of Iowa's largest morning paper and Iowa's largest evening paper combined—and even when Iowa's largest *Sunday* paper was thrown in, the scale still tipped in favor of WHO!

Every penny invested with WHO was spent willingly—no forced combinations, or anything like that. What we do have is Iowa's *best advertising medium*—and the customers know it!

Write or wire for availabilities—or ask Free & Peters!

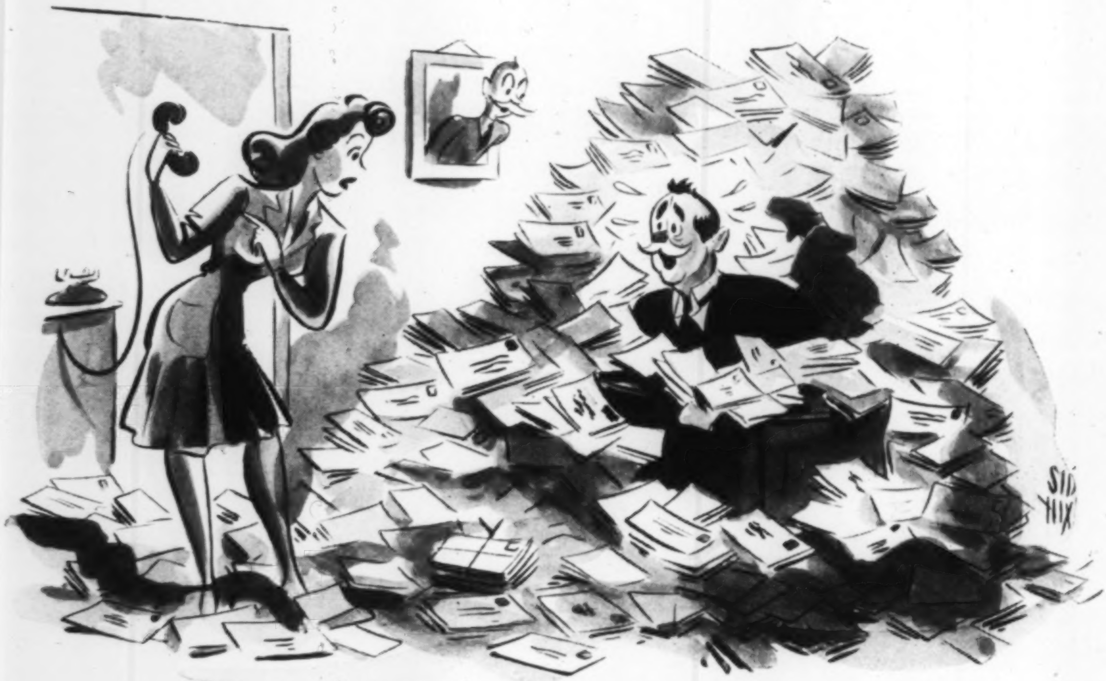
WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



"OUR AGENCY WANTS TO KNOW IF RETURNS FROM WLS HAVE STARTED COMING IN YET?"

TO ADVERTISERS who have used WLS, that's "foolish question Number 1." Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 *proof-of-purchase* letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That's a typical response from WLS advertising. We have scores of other examples that *WLS Gets Results.* Just ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

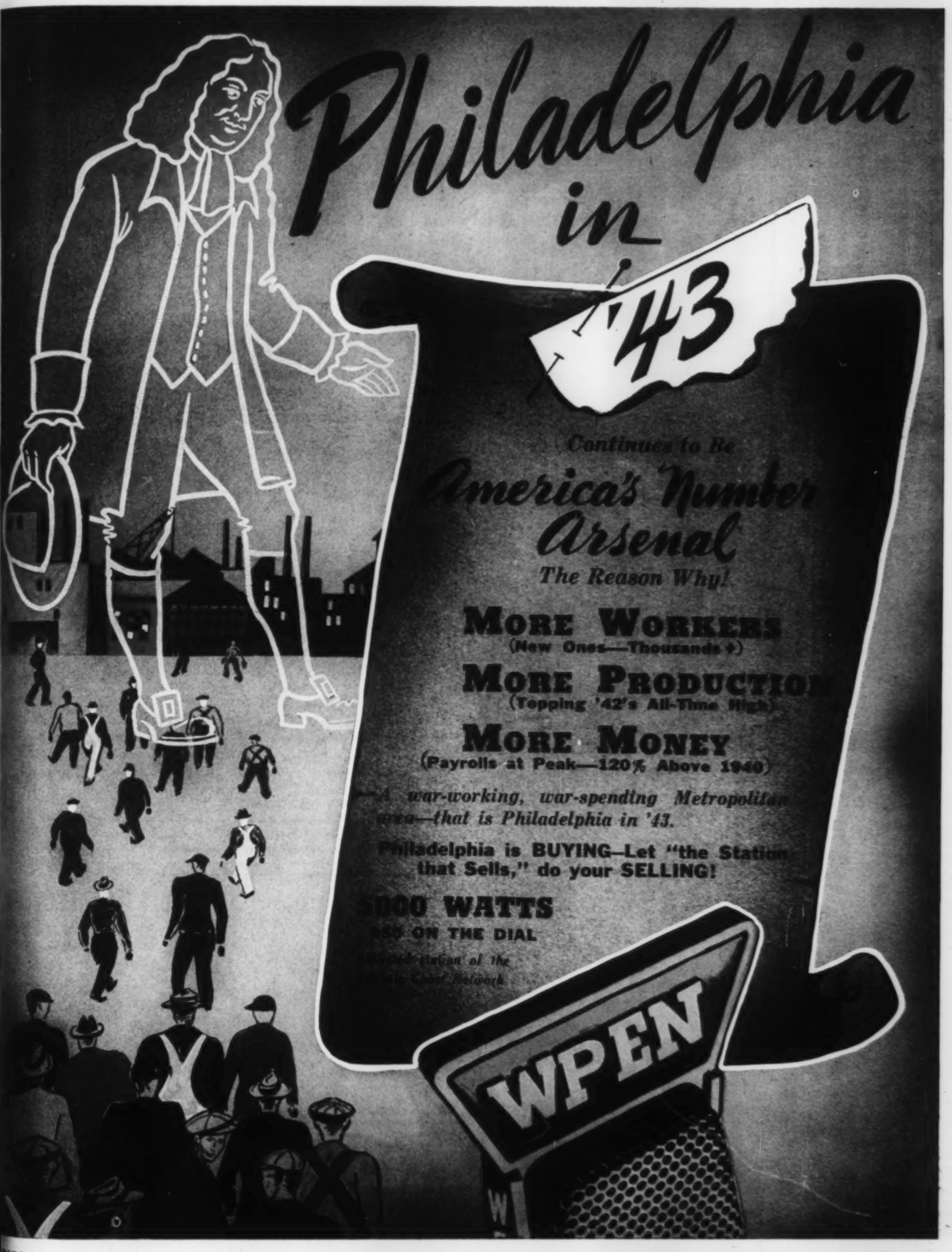
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWEL

XUM



Philadelphia in '43

Continues to Be

America's Number

Arsenal

The Reason Why!

MORE WORKERS
(New Ones—Thousands +)

MORE PRODUCTIO
(Topping '42's All-Time High)

MORE MONEY
(Payrolls at Peak—120% Above 1940)

—A war-working, war-spending Metropolitan area—that is Philadelphia in '43.

Philadelphia is BUYING—Let "the Station that Sells," do your SELLING!

5000 WATTS
950 ON THE DIAL
[illegible] station of the
[illegible] Coast Network

WPEN

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 874 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

The
MOST
ECONOMICAL
BUY
in OMAHA
★
KOIL

is a MUST
For Outstate Nebraska

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 26 JUNE 28, 19

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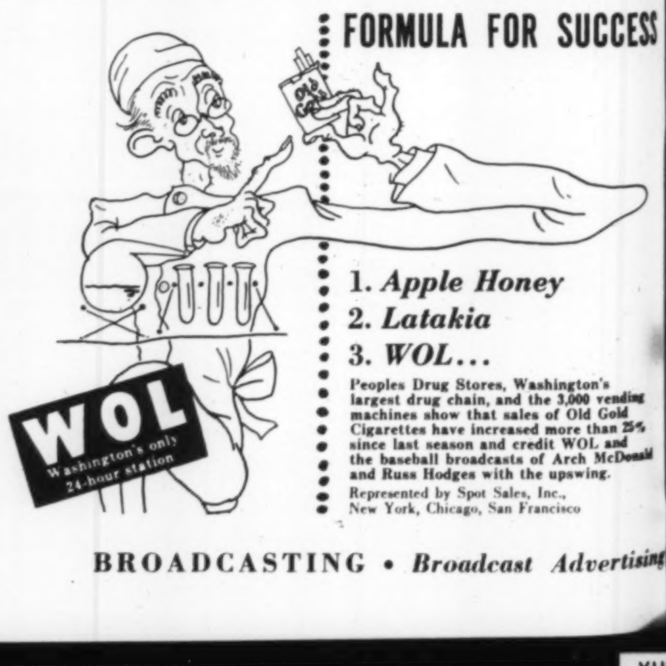
Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53 issue (Yearbook Number) Published in February

FORMULA FOR SUCCES



1. *Apple Honey*
2. *Latakia*
3. *WOL...*

Peoples Drug Stores, Washington's largest drug chain, and the 3,000 vending machines show that sales of Old Gold Cigarettes have increased more than 25% since last season and credit WOL and the baseball broadcasts of Arch McDonald and Russ Hodges with the upswing.

Represented by Spot Sales, Inc., New York, Chicago, San Francisco

When You Think of America's 4th Largest Market* — YOU MUST THINK OF WAAT because...

SMART BUYERS
use

The impartial radio research paid for cooperatively by *all* major stations in this area proves conclusively that WAAT (America's 2nd oldest station) delivers *most listeners per dollar* in North Jersey.

No wonder leading agencies and advertisers are getting "on the beam" — are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

National Representatives (Outside New York Area) Spot Sales, Inc.

WAAT

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY"

****Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.***

SUSPENSE!
CHILLS!
THRILLS!

IN RADIO'S NEWEST MYSTERY PROGRAM

"THE WEIRD CIRCLE"

LISTENERS WILL LOVE IT!
SPONSORS WILL SNAP IT UP!

All America is hopping on the mystery band-wagon. Books, movies, plays, radio shows—if they've got mystery and suspense—they've got a ready-made audience!

Here is a new radio mystery program that fits the trend, fills a need, satisfies a sponsor's fondest dream!

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of eerie, weird, suspense-filled adventures! Stories by the greatest writers of all time—Poe, de Maupassant, Balzac, Wilkie Collins, and others. Superbly adapted for radio, acted by some of radio's finest talent, perfectly produced at NBC to draw every moment of suspense from these great mystery tales—"The Weird Circle" is a sure-fire audience-builder, a certain success for every type of sponsor.

A special "Weird Circle" theme establishes continuity for the series and atmosphere for each broadcast. Maximum time allowed for commercial announcements. Recorded advance announcements and complete publicity and promotion material help you create interest and anticipation.

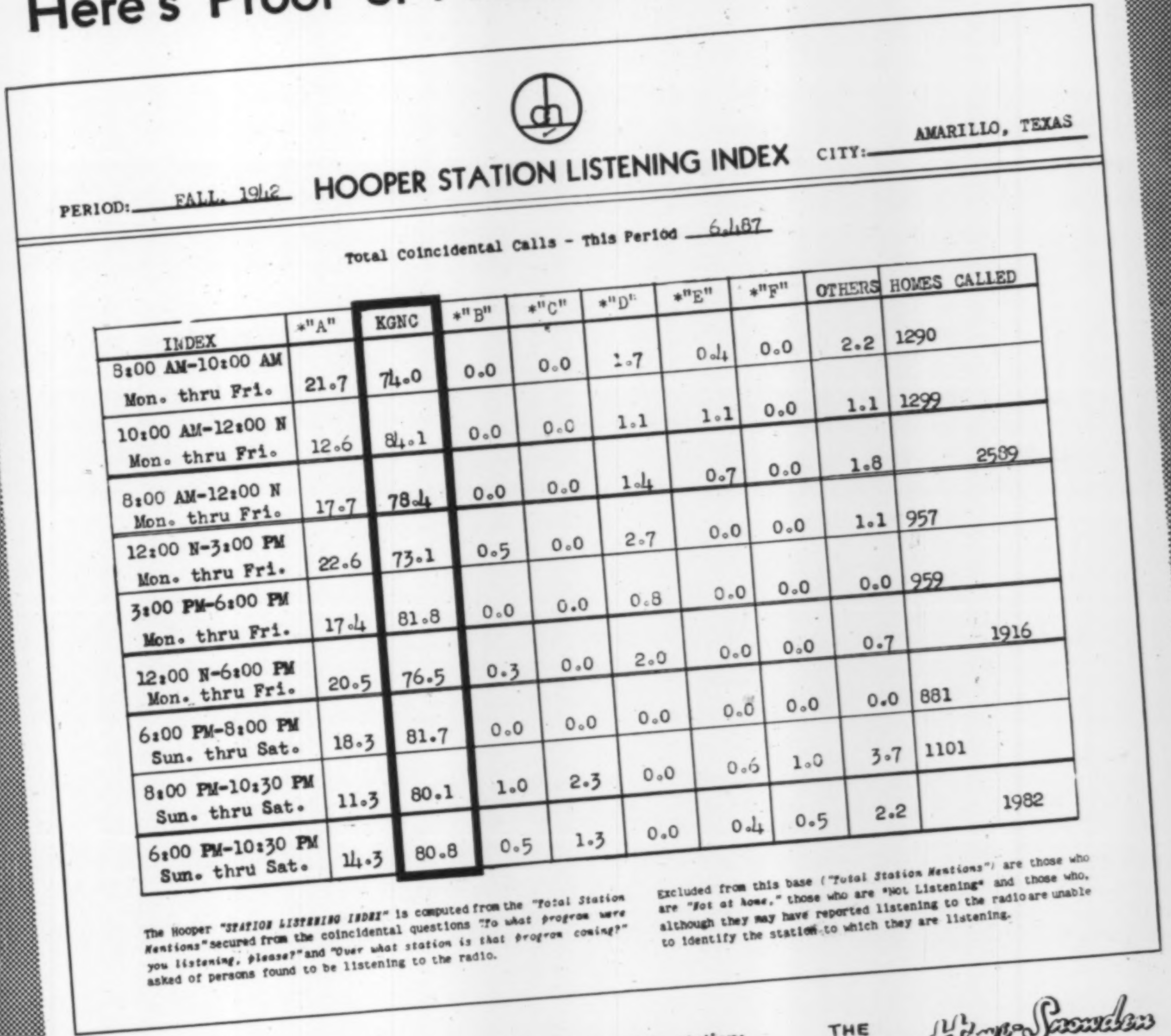
Get in touch with NBC Radio-Recording Division today for complete details and audition records of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!

NBC RADIO-RECORDING DIVISION

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood, Cal.

Here's Proof of Amarillo Listening Habits!



PERIOD: FALL, 1942 **HOOPER STATION LISTENING INDEX** CITY: AMARILLO, TEXAS

Total Coincidental Calls - This Period 6,487

INDEX	*"A"	KGNC	*"B"	*"C"	*"D"	*"E"	*"F"	OTHERS	HOMES CALLED
8:00 AM-10:00 AM Mon. thru Fri.	21.7	74.0	0.0	0.0	1.7	0.4	0.0	2.2	1290
10:00 AM-12:00 N Mon. thru Fri.	12.6	84.1	0.0	0.0	1.1	1.1	0.0	1.1	1299
8:00 AM-12:00 N Mon. thru Fri.	17.7	78.4	0.0	0.0	1.4	0.7	0.0	1.8	2589
12:00 N-3:00 PM Mon. thru Fri.	22.6	73.1	0.5	0.0	2.7	0.0	0.0	1.1	957
3:00 PM-6:00 PM Mon. thru Fri.	17.4	81.8	0.0	0.0	0.8	0.0	0.0	0.0	959
12:00 N-6:00 PM Mon. thru Fri.	20.5	76.5	0.3	0.0	2.0	0.0	0.0	0.7	1916
6:00 PM-8:00 PM Sun. thru Sat.	18.3	81.7	0.0	0.0	0.0	0.0	0.0	0.0	881
8:00 PM-10:30 PM Sun. thru Sat.	11.3	80.1	1.0	2.3	0.0	0.6	1.0	3.7	1101
6:00 PM-10:30 PM Sun. thru Sat.	14.3	80.8	0.5	1.3	0.0	0.4	0.5	2.2	1982

The Hooper *"STATION LISTENING INDEX"* is computed from the *"Total Station Mentions"* secured from the coincidental questions *"To what program were you listening, please?"* and *"Over what station is that program coming?"* asked of persons found to be listening to the radio.

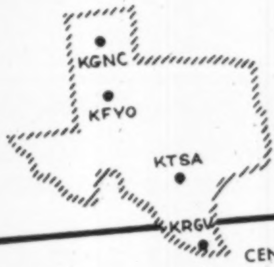
Excluded from this base (*"Total Station Mentions"*) are those who are *"Not at home,"* those who are "Not Listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening.

***In above Hooper Index, "A" is a 250-watts local Amarillo station; "B" is 50,000-watts at Albuquerque; "C" is 50,000-watts at Dallas; "D" is 5,000-watts at Wichita Falls, Texas; "E" is 50,000-watts at Dallas; and "F" is 50,000-watts at Nashville, Tenn.**

And of all homes in Amarillo, 91.9% have radios: the highest radio homes percent in Texas!

THE Taylor-Howe-Snowden GROUP

KGNC Amarillo
KFYO Lubbock
KTSA San Antonio
KRGV Weslaco



KGNC

AMARILLO, TEXAS

5000 WATTS DAY—1000 WATTS NIGHT

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

FRANK KESLER

COMMERCIAL MANAGER, WDBJ, ROANOKE

1915	Norfolk and Western Railway Car Service Department
1921	Real Estate Salesman
1928	Manager, Apparel Store
1931	Announcer, WDBJ
1933	Salesman-Writer, WDBJ
1935	Commercial Manager, WDBJ

WITH all due respect to the many ways any individual can learn the power of advertising, there's nothing like a personal experience in retailing. Then you *know*. . . Well, that was Frank Kesler's background when he became a radio announcer. Being *sold*, and being also a steady plugger, Frank has done a grand job at WDBJ—for himself, his station and his station's advertisers. . . .

Often it's been said that advertising people themselves, as a rule, are not really *sold* on advertising. Maybe they're not. But *we are*—and prove it, we believe, by the fact that F&P uses more space to tell you what we offer than any other firm of representatives in America.

Okay, but what does this mean to *you?* It means that we have the *essential primary attitude* to be of real value to you. It means that we have no hidden inner cynicism that might tempt us to be careless about what we "sell" you. It means that we are always under a sincere compunction to do everything we can to help you make your spot broadcasting *really successful*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *1512 N. Gordon* Gladstone 3949
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 24, No. 26 WASHINGTON, D. C., JUNE 28, 1943 $5.00 A YEAR—15¢ A COPY

AFM Names Three-Man Negotiating Group

Thursday Meeting With Disc, U. S. Arranged

EMULATING the John L. Lewis course in miniature, AFM President James C. Petrillo appeared headed for a collision with the War Labor Board, even though he condescended last week to meet with a Government conciliator and representatives of the transcription companies Thursday to talk over settlement of the 10-month recording strike.

Following a session last Thursday night with John W. Fitzpatrick, Labor Dept. conciliator, the AFM head announced Friday he had contacted his international board and a three-man committee was named which would be able to enter conversations this Thursday. Other members besides himself are Leo Clusemann secretary and Thomas F. Gamble treasurer of AFM. Presumably Joseph A. Padway AFL and AFM general counsel and Henry A. Friedman AFM attorney, who participated in last Thursday's session, will be on hand, too.

Just in Time

After evidently eluding Mr. Fitzpatrick for a fortnight, Mr. Petrillo suddenly turned up in his New York office last Wednesday and staved off certification of the strike by the Labor Dept. to WLB by a few hours. The new conversations mean another delay but little hope was held for any amicable settlement without Labor Board action, unless the AFM czar reverses his position and eats crow.

After his arrival in New York, Mr. Petrillo, in grandiose fashion, at a press conference, announced his attorneys had been instructed to arrange an appointment with the Dept. of Labor conciliator. That happened the following day, with this Thursday's session the result.

After the Petrillo run-around of the preceding two weeks, it was reported that Dr. John R. Steelman, director of the Conciliation Service, was prepared to request Secretary of Labor Perkins to refer the 10-month-old strike case to WLB. It is expected now that no action will be taken until Mr. Fitzpatrick's report is received after the Thursday conference.

At his press conference Wednesday, the AFM czar ridiculed John L. Lewis as "a guy" who calls strikes "every two weeks" but has nothing to show for it. "We don't pull any John Lewis stuff here," he said. "When we call a strike, we call a strike."

Socolow's Letter

Both Mr. Petrillo and A. Walter Socolow, attorney for the seven major transcription companies who petitioned the Government to settle the union's 10-month-old strike against them, held news conferences on Wednesday. Mr. Socolow released copies of a letter he had sent June 15 to Dr. Steelman, charging the AFM "has manifested its intention to avoid a joint conference and to thwart the efforts of the United States Conciliation Service in mediating the dispute," and asking that the dispute be certified to the National War Labor Board for action.

Terming the letter a "pure publicity move," Mr. Petrillo said: "It's hard to understand why Mr. Socolow, after delaying for 10 months before going to the Government, should now be worried over a few day's additional delay," adding, "He has the right to ask, but I don't think his request will be granted." The union chief then announced that his attorneys had been instructed to call Mr. Fitzpatrick on Thursday to arrange an appointment to discuss the transcription situation.

Vain Effort

The Socolow letter stated that Mr. Fitzpatrick "made prompt arrangements to meet with my clients and, to my knowledge, has vainly telephoned and wired Mr. Petrillo repeatedly in an effort to arrange a joint conference between the employers and the union. Mr. Fitzpatrick has advised me that he has received a telegram today from Mr. Petrillo advising that he cannot meet with the Conciliator and my clients without the executive board of the AFM."

All-Day Meeting

"This executive board," the letter continued, "was in session all day Friday, June 11, 1943, after having received Mr. Fitzpatrick's wire requesting the joint conference. The board appears to have suddenly disbanded on Friday night despite the fact that it had been previously announced that the board would meet for two or three weeks, since their session was in lieu of the regular 1943 annual convention of the AFM which was dispensed with by action of the board."

Admitting that he had received Mr. Fitzpatrick's first wire while the AFM board was in session and that he had read it to the board,

(*Continued on page 52*)

FCC Don Lee Denial Cites Net Rates

First Decision Under New Rules Refers To Advertising

WHAT APPEARS to be the first foray of the FCC into the sphere of broadcast rate regulation since the Frankfurter opinion of May 10 and the enforcement under it of the network rules, came to light last week with denial by the Commission of the petition of the Don Lee Broadcasting System for modification of the regulations to relieve the burden upon regional networks.

Though there was no formal opinion, the FCC's denial came after its Law Department is reported to have found no justification for the exceptions, citing the rate structure of Don Lee as a factor in its conclusion. Don Lee, through its Washington counsel, Dempsey & Koplovitz, petitioned the Commission to permit regional networks to exercise time options on 14 days' rather than 56 days' notice. It was the first formal decision of the Commission under the network rules since they became effective.

In citing reasons for the denial, it is understood the Commission's Law Department brought out that Don Lee charges more for Pacific Coast time than the larger networks—bringing in the rate factor. It also observed the regional network's rates seem to show that it appeals to advertisers as large as those using the big networks.

Forbidden Field?

While this view of "rate regulation" may be brushed aside as without foundation, it nevertheless was regarded by observers familiar with the FCC as impinging upon that field—forbidden to the FCC in broadcast matters, unless the Frankfurter opinion is construed as giving it that authority. Rather than regulating rates per se by establishing the actual schedules, it was pointed out, the FCC can attempt to exercise that power through its licensing function—which it appears to have done in the Don Lee case.

In acting on the Don Lee petition, the Commission did so "without prejudice". While no public statement was made, it is understood the Commission felt it should not close the door to future requests for modification of the regulations in the event, under practical operating conditions, they work a hardship on regional networks or stations.

It was held that on the basis of available information the modification requested should not be granted. Don Lee position raised three points:

(1) Exercise of option, in 14 rather than 56 days' notice; (2) conditional stay or suspension of the effective date of the 56-day provision; (3) suggested, though did not request, territorial exclusivity with respect to regional network operation.

The position of the FCC, recom-

(*Continued on page 50*)

Cox Outlines Scope of Hearing Aims

Says the Proceedings Are Likely to Start This Week

BROAD regulatory policies of the FCC covering such explosive questions as newspaper ownership, network regulations, multiple ownership, and program censorship will be covered by the House Select Committee inquiry into the FCC, Chairman E. E. Cox (D-Ga.), of the five-man committee, stated last Friday on the eve of opening public hearings. While no definite date has been set, the public proceedings are likely to get started this week, according to Judge Cox.

After four months of intensive preparation directed by Eugene L. Garey, prominent New York attorney, Chairman Cox said the committee was prepared now to get under way with the inquiry, aimed at alleged abuses by the FCC of its regulatory powers, with Chairman James Lawrence Fly and Commissioner C. J. Durr the primary targets. Tentative agenda already has been devised by the committee, Judge Cox said.

Dispelling reports that the committee proposed to devote its primary attentions to individual cases of purported favoritism by the FCC, and to "ancient history," Judge Cox, in his first interview on the scope of the investigation, declared that despite efforts of certain FCC members to "smear" the committee, it proposed to conduct an impartial fact-finding inquiry.

Agreed on Procedure

The committee membership, Judge Cox said, is agreed on the tentative procedure, outlined following investigations that have covered practically the entire country by members of the committee staff. Committee members, in addition to Judge Cox, are Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

With a view toward making legislative recommendations, Judge Cox said, the committee proposes to cover, dispassionately, but without pulling its punches, the FCC's activities and the stewardship of its personnel since its formation in 1934. The concept of the Communications Act and how it has been applied, as well as the philosophies of individual members of the Commission, will be explored.

While emphasis will be placed on broadcasting and related fields, such as television, FM, newspaper ownership and the regulation of networks, the committee will go into common carrier phases, including telephone and telegraph regulatory operations. No little attention, he said, will be given the FCC's "assumption of power in fields never contemplated by Congress."

Legislation the Aim

Apropos reports that individual cases would highlight the hearings, involving purported use of pressures and showing of favor by the Commission or its majority, Judge Cox said these matters are of secondary importance but, he pointed out, they tie into the overall inquiry directed by the House in adopting his resolution last Jan. 19.

Concentration of power in the Chairman of the FCC, who, along with Mr. Durr, has engaged in a running fight with the committee since its formation, will be an important aspect of the inquiry. Wartime operations of the FCC, including the development of Foreign Broadcast Intelligence Service and the Radio Intelligence Division, both set up at the instance of the Chairman, likewise will be covered comprehensively, according to Judge Cox.

In inquiring into FCC procedures and policies, the committee will seek to determine what constitutes "due process," Judge Cox said. Also embraced in this is the question of revocation powers held by the FCC and whether this authority should not be confided in the courts rather than the Commission. Charges have been made, Judge Cox said, that the FCC is in a position to throttle the industry and to "coerce" and "intimidate" licensees by virtue of its revocation authority.

He cited, for example, the fact that substantially half of the 900-odd broadcast station licenses are being issued on a temporary basis. He said he had been advised there was no authority in the statute to the Commission to issue temporary licenses—that it must either grant or revoke. This, he declared, may prove to be another instance of improper use of power by indirection, as a means of keeping the industry "under wraps."

The committee hopes, after its comprehensive inquiry, to make legislative recommendations designed to prevent bureaucracy in the FCC from running rampant and to protect the freedom of radio, he declared.

"The real benefits to be derived from the Committee's labors," Judge Cox asserted, "will be in the form of legislative recommendations to correct these abuses through remedial legislation. Decisions of the courts are being carefully scrutinized to determine whether the courts have followed the Congressional intent, and to cure judicial misconceptions where such instances are found.

"The Committee seeks to have Congress bring the courts as well as the licensing authority into harmony with Congressional policy," Judge Cox concluded.

HONORING ITS NEW general manager, Joseph E. Baudino, and its new advertising manager, Frank V. Webb, KDKA, Pittsburgh, held a luncheon—reception at the Roosevelt Hotel with 100 clients, agency men and newsmen as guests. Pioneer station's office personnel served as hosts, and Robert E. White, program manager, was m.c. for a show featuring KDKA talent. Around table (l to r): Robert E. Grove Ketchum, McLeod & Grove Inc.; W. R. Huber and Don White, Gulf Oil Corp.; Ken Witherow, of Walker & Downing, and Harold S. Downing; G. E. Eisenhauer, E. M. Power Co. Inc.; Joseph E. Baudino, and W. B. McGill, general advertising manager of Westinghouse Radio Stations Inc.

Wire Transcriber Will Go to London

Will Be Used Experimentally By U. S. Broadcasters

MAGNETIC wire sound recorder, 50-pound recording machine for on-the-spot descriptions, will be tested by the Army in England, Paul W. White, CBS director of news broadcasts, announced last week. Already ordered in quantity by the Army and Navy, according to Mr. White, the machine operates on a new recording principle, recording sound through molecular change in a single strand of wire [BROADCASTING, April 26].

Describing the portable machine, Mr. White pointed out that the wire is long enough to record for an hour. Demagnetizing the wire cleans it for re-use, and instantaneous playbacks make immediate corrections in the recording possible. In a demonstration in CBS New York offices, Mr. White showed that the mechanism remained unaffected no matter how loud the volume of sound, shouts, whispers and whistles recorded with equal fidelity.

Enroute to London

CBS correspondent Edward R. Murrow, now on vacation in this country, will deliver one of the recording sets to the Army Public Relations Office in London where it will be available to American broadcasters for experimental use, he stated.

The wire recorder was introduced to broadcasters at the NAB War Conference by Col. E. M. Kirby, chief of the Radio Branch in the War Dept. Bureau of Public Relations. Armour Research Foundation developed the machine and it is being manufactured by General Electric Co.

Cox Committee Questionnaire Probes Temporary Licensing

Stations Asked Full Details on Each Case Of Temporary License Operation in Last Two Years

WHYS and wherefores of FCC "temporary licensing," whereby stations are given 30 to 90-day licenses in lieu of regular two-year tenures, are being sought by the House Select Committee to investigate the FCC, it was revealed last week when many stations received questionnaires from the committee.

The two-page letter, signed by Eugene L. Garey, New York attorney serving as chief counsel of the committee, sought detailed facts and circumstances surrounding issuance of the temporary permits to each station. Questioned by BROADCASTING, it was stated at the committee that all stations which have held temporary licenses during the past two years were contacted. The total is understood to be about half of the 900-odd licensed stations on the air.

Chairman E. E. Cox (D-Ga.), of the committee, stated last week (see interview on this page) that he had been advised there was no authority in the statute to the Commission to issue temporary licenses, and that it must either grant or revoke.

In addition to data on reasons for the temporary licenses, the committee asked the stations about investigations made by representatives of the FCC, along with all pertinent information as to the individuals, times and places. Stations were asked whether in their opinion the Commission had been "factually justified".

Following is the full text of the identical questionnaire sent the stations:

The Committee has been informed that at some time(s) during the past

(*Continued on page 55*)

OWI Supported as Senate Hearings Open

4 Net Chiefs Urge Continuation of Radio Bureau

A BELIEF that the Senate might undo at least in part the action of the House in cutting off the 1944 appropriation for the Domestic Branch of the OWI developed in Washington last week as the Senate Appropriation Committee opened extensive hearings on the Civilian War Agencies Appropriation Bill.

As the week ended, the Committee was still hearing from representatives of the score or more agencies involved, and no one would predict exactly when a vote on the measure was probable. In all liklihood, however, the bill will be reported by mid-week, for Congress is under pressure to clear appropriation bills by July 1, when the new fiscal year gets underway.

Support Gaining

Support for the Domestic Branch developed throughout the week, as representatives of all media, including the presidents of all four major networks wired Sen. McKellar (D-Tenn.) acting chairman of the committee, urging that at least part of the $8,865,906 request be restored. In addition to wires from broadcasters, newspapers and others, Sen. McKellar received hundreds of messages from national leaders, labor groups, and the Newspaper Guild, almost all urging OWI continuation.

The death sentence of the House June 18 apparently stemmed from belief that OWI would promote a fourth term for President Roosevelt. The House vote showed Republicans voting 160-5 against the agency, while two of every three Democrats supported it.

HEARINGS on OWI were set for 10:30 a.m. last Saturday, with industry leaders scheduled to appear for the agency. Neville Miller, president of NAB, notified Sen. McKellar of NAB's belief that program coordination and clearance should be continued. It was understood that a representative of the War Advertising Council, probably Chester J. LaRoche, WAC chairman would testify.

While many of the aroused friends of OWI demanded complete restoration of all its activities, presidents of the major networks confined their testimonials to the radio bureau, which was generally described as doing a fine job in clearing and coordinating Government radio activities. Commonly heard sentiment in trade circles was determination that the OWI clearance machinery would have to be continued even if the industry were forced to finance the operation on its own.

E. Palmer Hoyt, publisher of the *Portland Oregonian*, who had arrived in Washington Monday to take over as director of the Domestic Branch, lost no time notifying his newspaper associates that he would fight for continuation of the branch. His three-point statement, promising to limit OWI activities to cooperation with established media drew favorable comment from the press, and in at least one case, won over a newspaper that had expressed hostility to OWI. The *Washington Post* had earlier commented, "If all the elaborate organization should fold up today, the effect would be one of relief instead of confusion." On Wednesday the paper complimented the Hoyt program and cautioned Congress against hasty action on the Domestic Branch.

Other newspaper commentators pointed out that OWI had effectively broken the jam of news formerly held back by military public relations officers on grounds of security. Major George Fielding Elliot, CBS military analyst and *New York Herald Tribune* syndicate writer called elimination of the Domestic Branch "a most unfortunate mistake." A *New York Times* editorial declared OWI "has eliminated a good deal of the duplication and confusion which forferly prevailed in the announcements of the Government," and "checked, if not dammed, the immense torrent of propaganda that once poured from competitive press agents in Washington."

Mark Woods, president of the BLUE, was the first network executive to state his support of the Radio Bureau. On Monday, Mr. Woods telegraphed Sen. McKellar that the Domestic Branch has been "the solution of a practical operation in the scheduling of radio programs pertaining to the multi-governmental agencies". William S. Paley, president of CBS, said "the coordinating activities of the radio bureau of the OWI have been of inestimable value to the radio broadcasting industry."

Niles Trammell, president of NBC, declaring that he did not wish to enter any controversy between Congress and OWI, said he wished to make clear "that OWI has given fine cooperation and rendered help-

(*Continued on page 54*)

NETWORK TELEGRAMS ON OWI

THE FOLLOWING are the texts of telegrams sent by heads of the major networks to Sen. McKellar, acting chairman of the Senate Appropriations Committee, to urge continuation of the radio bureau of OWI, which had been cut from the Civilian War Agencies Appropriation Bill by the House June 18:

William S. Paley, president of CBS:

The coordinating activities of the radio division of the OWI have been of inestimable value to the radio broadcasting industry in its determination to make the medium of broadcasting as effective as possible in furthering the objectives of our country at war. In acting as a clearing house for the needs of all government agencies and in scheduling the important information which must come to the attention of the American people the OWI has made it possible for us to act with dispatch and to avoid the many conflicts that would occur between governmental agencies if no such machinery were in existence.

Mark Woods, president of the BLUE:

The domestic branch of the OWI formed in 1942, has been the solution of a practical operation in the scheduling of radio programs pertaining to the multi-governmental agencies. Prior to its formation there was a decided lack of coordination in the requests for radio time with no authority to inform the network or broadcaster whether or not the scheduling of such requested time for one governmental agency as against a request from another was more helpful in the winning of the war. We urgently request and recommend the continuance of the domestic branch of the OWI as an exceedingly helpful agency in our war effort.

Miller McClintock, president of Mutual:

I am deeply distressed over possible elimination of Domestic Bureau of OWI. This bureau has been of immeasurable value in systematizing war information to our people and has brought order out of chaos in wartime radio.

Niles Trammell, President of NBC:

In its service to the Government and war effort broadcasting industry has found it essential to have central agency within Government for coordination and proper allocation radio time devoted to numerous Governmental agencies. We do not wish to enter any controversy between Congress and OWI but wish to make known to you that OWI has given fine cooperation and rendered helpful assistance to us. The service of Domestic Branch particularly has been most helpful. Without such central agency in Government it would be extremely difficult for us to properly service listeners and lend aid to many Government departments requiring time on air.

Hoyt to Expand Use of Existing Media

To Drop Pamphlets and Propaganda in OWI Branch

INCREASED reliance on established media and abandonment of pamphleteering and propaganda are the objectives of E. Palmer Hoyt, editor and publisher of the *Portland Oregonian* (KGW-KEX), who arrived in Washington last Monday in OWI's darkest hour to take over direction of the domestic branch.

As Mr. Hoyt appeared, he told reporters he "was in the position of a man finding the job abolished which he arrives to take", for the previous Saturday the House had killed the domestic branch appropriation for 1944 [BROADCASTING, June 21].

Mr. Hoyt, who succeeds Gardner Cowles Jr., president of the Iowa Broadcasting Co., and publisher of the *Des Moines Register & Tribune* [BROADCASTING, March 17], promptly took up the fight for continuation of OWI. A critic of the agency himself 10 months ago when he told a radio audience "OWI was doing a poor job in covering the war", Mr. Hoyt said last week he thought OWI has improved, "particularly in respect to getting more news from the Army and Navy and coordinating news of the various war agencies."

Like Mr. Cowles, the new Domestic Branch director is a lifelong Republican. He has taken a six-month leave from his paper to relieve Mr. Cowles, who returns to his private interests after a year with OWI.

"I appear before you as one who has been abolished and has no job", Mr. Hoyt observed in an informal conference with about 100 reporters who cover the War Agencies from the OWI press room. "I didn't come here to take a job. I came here to do one. Somebody's got to do it," he commented.

In a prepared statement distributed to reporters at the conference, Mr. Hoyt explained, "I accepted this appointment as director of the Domestic Branch of OWI because I am convinced its operations are absolutely vital to the conduct of the war and to the interests of the entire country."

He promised that "the Domestic Branch of OWI will devote all its energies to giving the American people as full and accurate information about the war as possible." He said he expected to deal with the people only through established media—newspapers, radio, magazines and motion pictures.

Mr. Hoyt said he felt the Domestic Branch had three major functions: To obtain and release the fullest possible news from the military fronts on the military progress of the war; to obtain and correlate news of the operations of all agencies of the Government concerned with the war; to make all the news available to the public, as quickly and as clearly as possible, through the media whose job it is to inform the public.

Gen. Ingles Heads The Signal Corps

Gen. Olmstead Getting Post on Telecommunications Board

MAJ. GEN. Harry C. Ingles has been nominated Chief Signal Officer of the Army to succeed Maj. Gen. Dawson Olmstead, who retires June 30 at his own request, according to a War Dept. announcement. As head of the Army Signal Corps, Gen. Ingles automatically replaces Gen. Olmstead on the five-man, policy-making Board of War Communications.

Redetailed on active duty "for a less strenuous but very important job", Gen. Olmstead is to be military representative on the Telecommunications Board which functions under the Secretary of State. Made acting head of the Signal Corps in August 1941, Gen. Olmstead was appointed Chief Signal Officer in October of that year and served throughout the Signal Corps' tremendous expansion.

GEN. INGLES

The War Dept. credits Gen. Olmstead with giving valuable service in the development of radar and perfection of field communications, citing particularly the Alcan telephone project, longest carrier system in the world.

Gen. Olmstead recently returned from an extended inspection of Signal Corps installations in Alaska, South America, England, Africa, India and China. He appeared before the House Appropriations Committee this month on the Signal Corps appropriation. Congressmen praised the general for progress under his command.

Gen. Ingles has been a Signal Corps officer and member of the War Dept. general staff, G-3 of the Carribean Defense Command, and later chief of staff of that command. From duty as commander of the mobile ground forces in the Panama Canal Dept., he went to London with Gen. Andrews and became deputy commander of the European theatre.

NAB Plans Industry Publicity Drive

Radio News Committee Urged at Meeting In Chicago

AN INDUSTRY-WIDE public relations policy was outlined in a two-day meeting of the NAB Public Relations Committee which met last Wednesday and Thursday at the Palmer House in Chicago.

A plan to assist and encourage an aggressive public relations attitude on the part of local management was adopted by the committee, which was presided over by Edgar Bill, chairman, WMBD, Peoria. At the Wednesday luncheon, James W. Irwin, assistant to the president of Monsanto Chemical Co., St. Louis, addressed the group on "Public Relations and the Broadcasting Industry".

Functions Explained

The committee, recognizing the value of news programming, recommended to the NAB board the establishment of a radio news committee made up of radio news editors and station managers to insure proper handling of all phases of news presentation.

The committee adopted general rather than specific policies with respect to the future over-all operations of the public relations committee. Included in the board outline were relations involving cooperation with public, religious, educational groups; cooperation with Government; working with NAB coordinator of listener activity (radio councils, national women's groups, etc.); and cooperation with other media.

The basic function of the committee in meeting public issues and speaking for the industry as a whole, as well as acting as information center, was explained by Willard Egolf, NAB secretary, and Walt Dennis, head of the NAB news bureau, who described the operation of his department.

There was considerable discussion on the use of radio to tell its own story to the public. The discussion revolved around whether radio should editorialize on controversial issues. It was agreed by the committee that a better insight into operation of radio could be portrayed through encouragement of public forum programs, including discussions on radio itself, as the best policy for the industry to pursue. Apart from the treatment of controversial issues, educational programs on operation of radio were encouraged.

As part of closer integration of the Public Relations Committee with stations, public relations chairmen of 17 NBC districts are being selected. These chairmen are appointed by district directors in accordance with the action of the NAB board of directors at its last meeting in Washington.

The committee also completed arrangements for NAB participation in the wartime conference of the Advertising Federation of America in New York, June 28-30

An aggressive public relations campaign using all media to bring the story of the broadcasting industry before the public was advocated by James W. Irwin, assistant to the president of Monsanto Chemical Co., St. Louis [See page 18 of this issue.]

Present at the two-day session were: Mr. Bill; Lawrence W. McDowell, KFOX, Long Beach, Cal.; Leslie W. Joy, KYW, Philadelphia; Craig Lawrence, KSO, Des Moines; Edgar H. Twamley, WBEN, Buffalo; Judith Waller, NBC, who appeared for Frank Russell; Willard Egolf; Dr. Frank Stanton, CBS; Walt Dennis; C. E. Arney, NAB secretary-treasurer in place of President Neville Miller, who was unable to attend. Kern Tips, KPRC, Houston; and John F. Patt, WGAR, Cleveland, were absent.

The committee decided to hold another meeting in two months.

Kroger Renews Serials

KROGER Grocery and Baking Co. is renewing *Linda's First Love, Mary Foster, the Editor's Daughter* and *Hearts in Harmony* for 52 weeks on WHAS, Louisville. The first two of the serials are also being continued on WBOW, Terre Haute. *Linda* is now in its 1700th episode and *Mary Foster* has been on the air over five years. *Hearts* was started in March, 1941. Agency is Ralph H. Jones Co.

Big Sunkist Drive

CALIORNIA FRUIT GROWERS' Exchange, Los Angeles (Sunkist lemons), in a four-week campaign starting July 1 will utilize a total of more than 600 transcribed one-minute and chain break announcements weekly on 112 stations in 51 cities. Agency is Foote, Cone & Belding, Los Angeles.

WJTN, Jamestown, N. Y., has appointed William G. Rambeau Co. its exclusive national representative, effective July 1.

Grade Labeling Out for Present

ENFORCEMENT of grade labeling appeared unlikely last week—perhaps for the duration—unless the Senate overturned the summary action of the House in withholding funds from OPA for this purpose or for standardization of food, clothing or other commodities.

While it was generally believed that the Senate would be more lenient than the House with OPA, as well as OWI, grade labeling was viewed as on the decline, with very little support in Congress.

Hudson to WAC

BUELL W. HUDSON, publisher of the *Woonsocket* (R. I.) *Call*, has been elected a director of the War Advertising Council, joining Edwin S. Friendly, general manager of the *New York Sun*, as a representative newspaper.

RADIO SERVED PUBLIC IN DETROIT

Presented Facts Only on Race Riots; Stations Formed Network for Address by Mayor

RADIO played an important role during recent Detroit race riots. By presenting the public with the facts it helped prevent possible hysteria and contributed toward keeping war production on a fairly even keel.

In a comunication last week to BROADCASTING, Harry Bannister, general manager of WWJ, told how Detroit stations handled the riots.

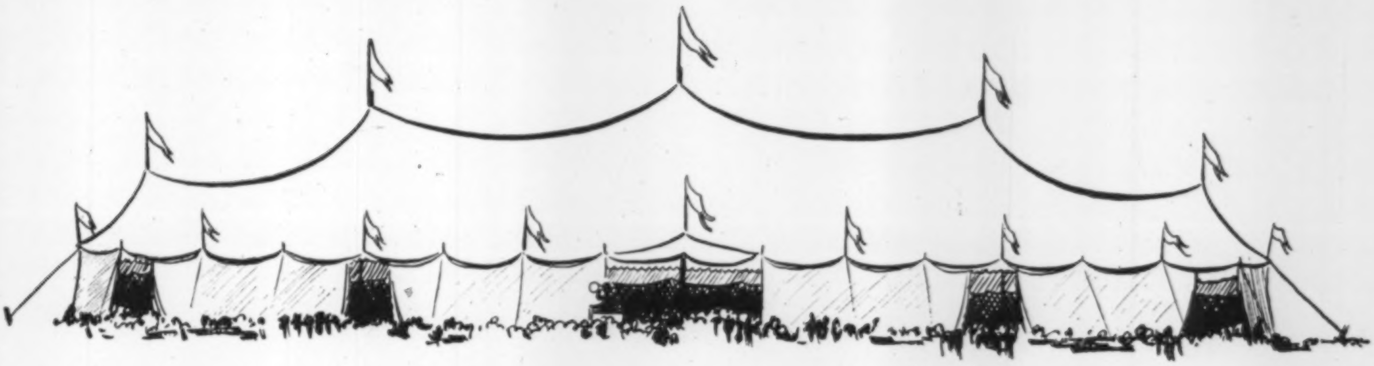
Outbreak of violence found Detroit radio stations ready to offer their facilities. A complete hookup of WWJ WJR WXYZ WJLB as well as CKLW of Windsor, Ont., and WEXL of Royal Oak, a suburb of Detroit, was arranged by Mr. Bannister for a broadcast by Mayor Edward J. Jefferies Jr. It took him only 30 minutes to obtain the hookup. Facilities of WWJ were used for the announcement by Governor Kelly of "qualified martial law".

"Detroit radio stations", Mr. Bannister said, "helped greatly in keeping war production on a fairly even keel by instantly broadcasting changes in the routing of street cars and buses and by strenuous efforts to keep down hysteria, prevent wild rumors and present only the facts."

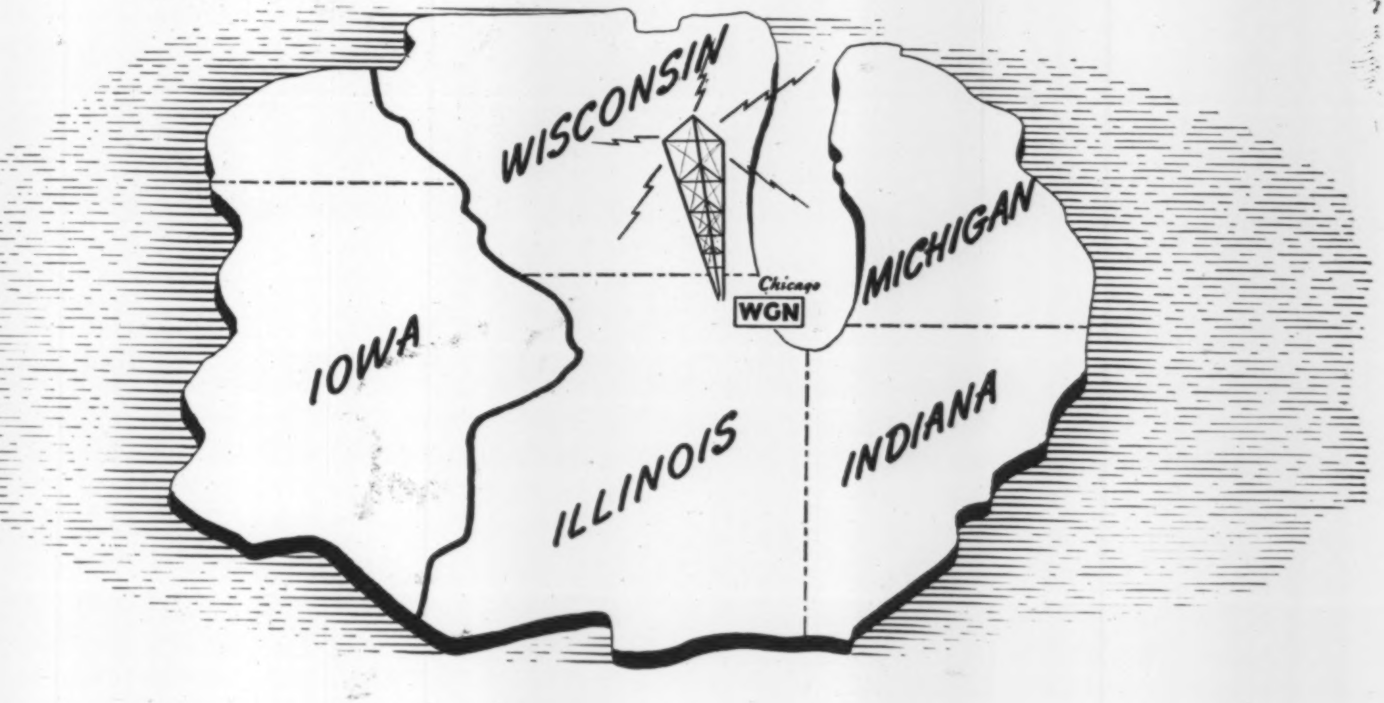
WXYZ played down sensational material and emphasized efforts to restore order. On the morning of the 21st it broadcast statements from prominent white and colored leaders pointing out that the riots were organized by elements preying upon war production efficiency. In the afternoon of the same day it stressed mobilizing of military forces to quell the disorder.

To discourage the spread of rioting from one area to another, bulletins issued by WXYZ omitted exact street locations of mob violence. The only editorial matter used dealt with warnings to listeners to stay off the streets, to refrain from spreading rumors, and to believe only the facts presented by the newspapers and the newscasts.

WJR felt that to give special bulletins or to feature the riots in any way would only incite further disturbance and probably spread mob violence. Therefore although WJR handled the situation fully, it confined coverage to straight news periods with unemotional copy.



IT'S ALL UNDER THE SAME TENT



Here's a wide midwestern area inseparably linked with Chicago in the WGN "community". The same factors which make WGN "Chicago's outstanding station" make WGN the first choice among Chicago stations in this greater territory. Because of its Chicago origin and viewpoint, WGN is first among Chicago stations. Because this viewpoint is also midwestern, preference for WGN as a station is apparent throughout the five states. ***• When you buy WGN, you get not only Chicago, but the whole WGN community. • It's all under the same tent.***

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 KILOCYCLES

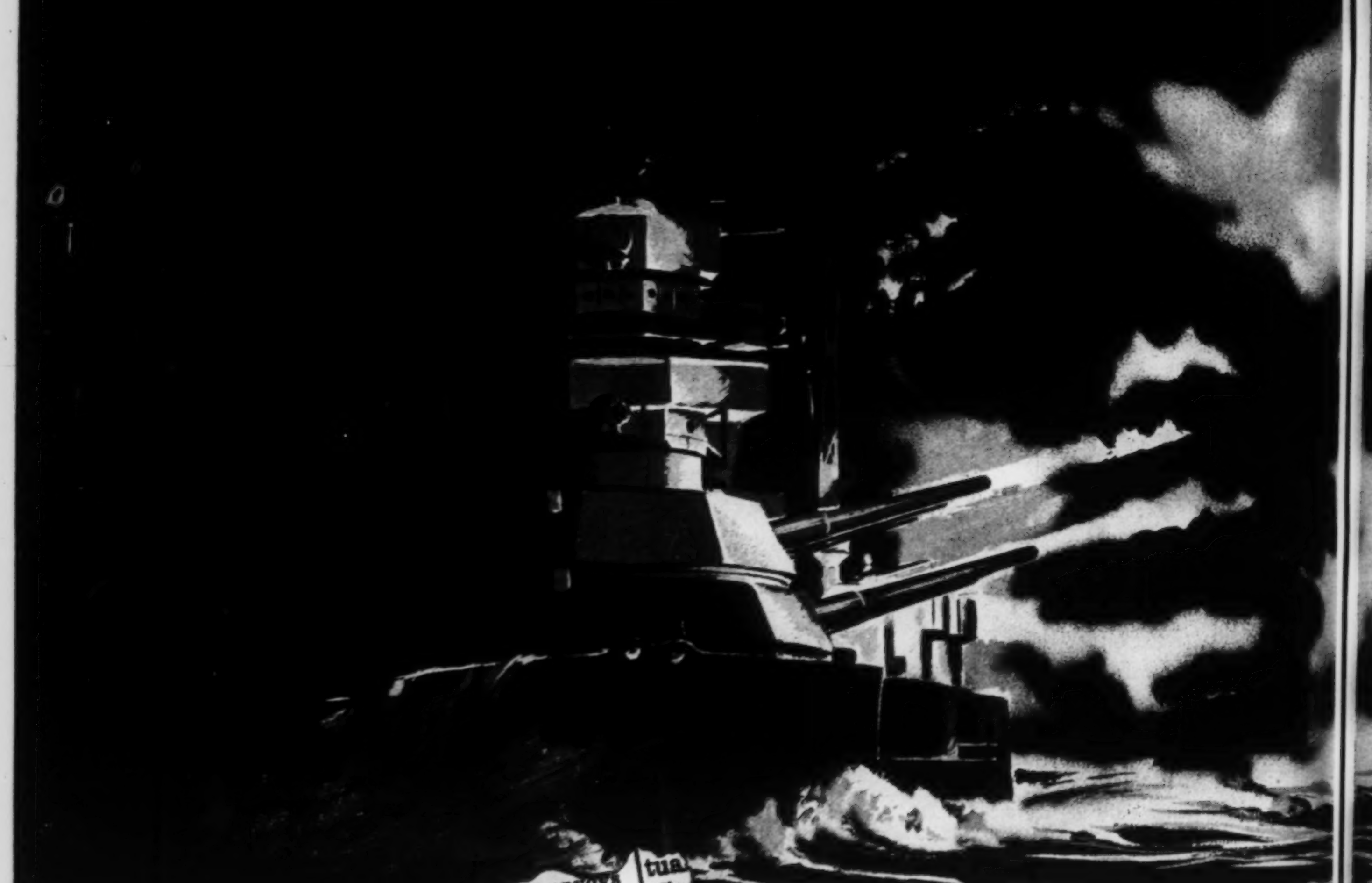
WGN

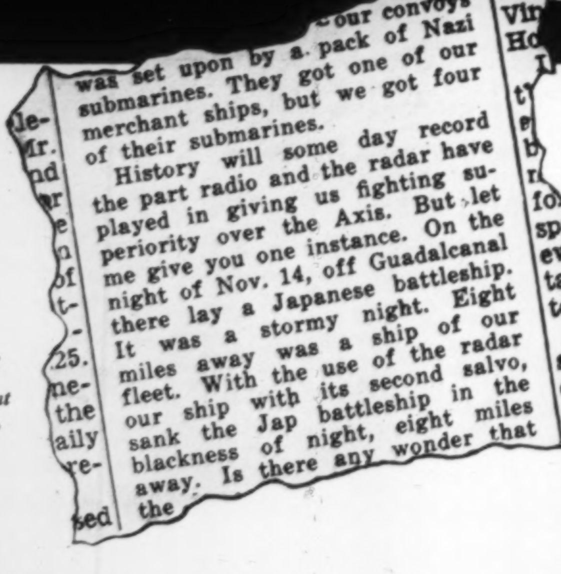
EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

MUTUAL BROADCASTING SYSTEM

“In the Blackness of
a Jap Battleship





our convoys was set upon by a pack of Nazi submarines. They got one of our merchant ships, but we got four of their submarines.

History will some day record the part radio and the radar have played in giving us fighting superiority over the Axis. But let me give you one instance. On the night of Nov. 14, off Guadalcanal there lay a Japanese battleship. It was a stormy night. Eight miles away was a ship of our fleet. With the use of the radar our ship with its second salvo, sank the Jap battleship in the blackness of night, eight miles away. Is there any wonder that the

EXTRACT *from address by James F. Byrnes, Director of War Mobilization, at Spartanburg, S. C., May 31, 1943, broadcast over the Blue Network.*

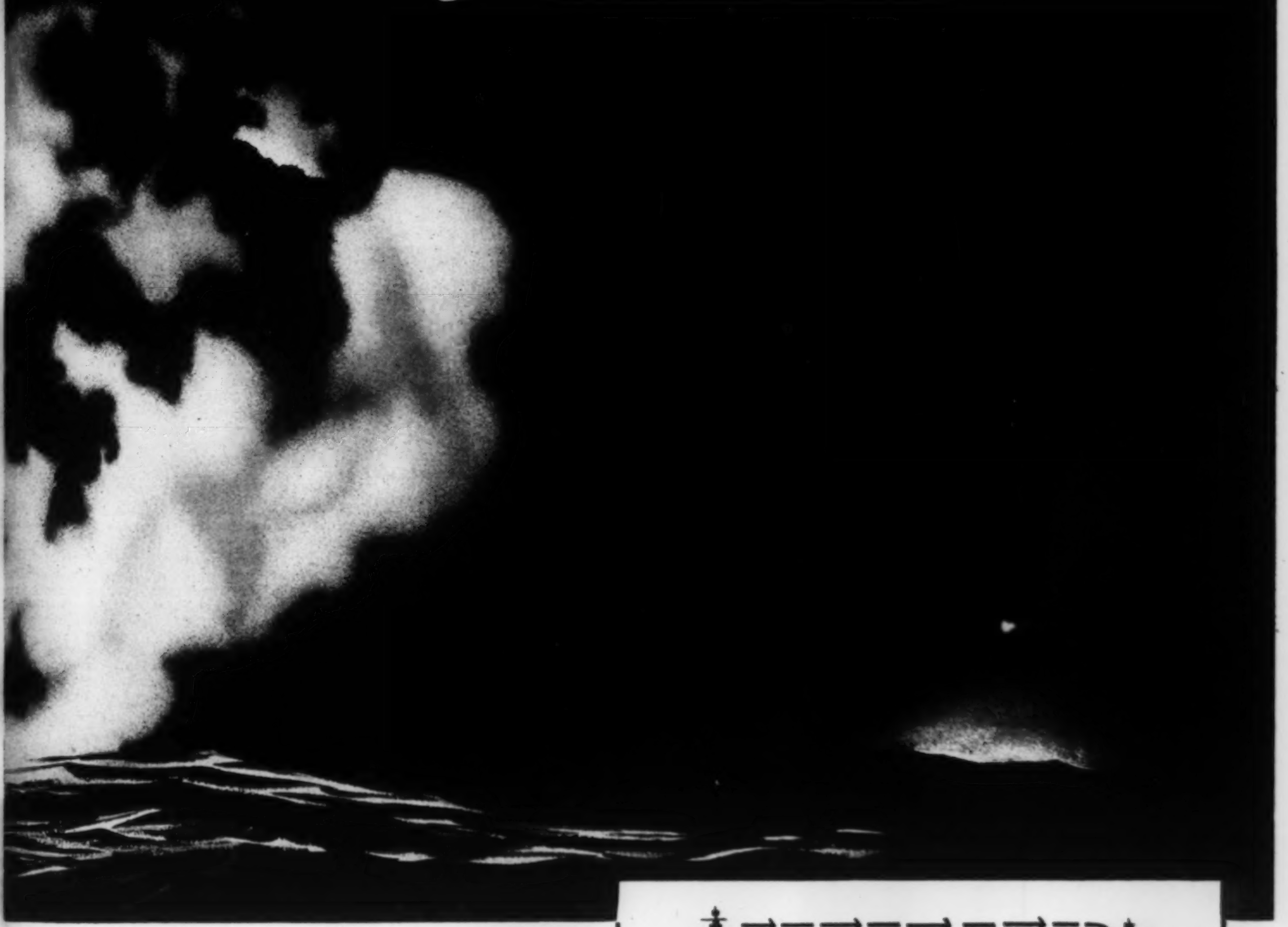
RADAR principles were first applied to aviation by RCA through equipment built and installed in its own plane in 1937, in connection with a study of collision prevention.

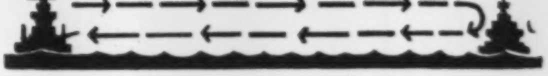
In 1938, RCA built an experimental Radar installation for the U. S. Navy. As the result of tests, in October, 1939 the Navy placed with RCA its first order for service Radar equipment. Since then, vast strides in the development of Radar in RCA Labora-

RADIO

XUM

Night, Eight Miles Away”
is sunk by RADAR





HOW RADAR WORKS—Traveling with the speed of light—186,000 miles per second—ultra-high frequency waves strike the invisible enemy vessel, bounce back, automatically establish range and distance of the target.

For the full, fascinating story of Radar, write today for free booklet, "Radar—Wartime Miracle of Radio." Address: Department AP, Radio Corporation of America, 30 Rockefeller Plaza, New York.

tories have been made available to all branches of the industry producing Radar.

Radar is another achievement of the radio-electron tube and the use of ultra-high frequency waves, pioneered by RCA Laboratories. RCA looks forward to the time when its services as world headquarters for radio-electronic research can again be devoted to making the peacetime world a better place in which to live.

CORPORATION OF AMERICA

RCA BUILDING • NEW YORK CITY

RCA

Senate Again Opposes House's Action on Ousting of Officials

Returns Deficiency Bill to Conference Committee After Spirited Debate on Report

DETERMINED SENATE resistance last Thursday relegated the Urgent Deficiency Bill back to the conference committee when the Upper House for the second time refused to approve a House proposal to bar three officials, including Dr. Goodwin Watson and Dr. William E. Dodd, Jr., both of the FCC's Foreign Broadcast Intelligence Service, from the federal payroll.

The House lost no time in expressing its determination to insist on the amendment, voting unanimously on Friday for the third time to send the measure back to committee.

Overriding the pleas of Sen. McKellar (D-Tenn.), chairman of the committee, who asked passage of the bill to permit payment of overtime salaries already voted for thousands of government workers, the Senate by a 52-17 vote instructed its conferees to continue opposition to the House proposal. Previously the measure had been rejected 69-0 [BROADCASTING, June 7].

As BROADCASTING went to press the conferees were scheduled to meet again in an effort to break the deadlock.

Sen. McKellar reported the bill after more than a month of consideration in the committee, admitting to the Senate that the House insisted on the amendment and that he felt unless the men were dismissed there would be no bill. He said he felt the courts would offer adequate redress if the men's rights were violated.

House Action Attacked

The report touched off a fiery debate on the floor, with Senator Overton (D-La.), a member of the Appropriations Committee, Sen. Clark (D-Mo.), Sen. Maloney (D-Conn.) and Sen. Downey (D-Cal.) spearheading the attack on the McKellar report. Characterizing the House action as a star chamber procedure, Sen. Clark declared "there is no possible justification under any theory of Anglo-Saxon law or under any theory of Anglo-Saxon justice which possibly could warrant such a procedure." Sen. Downey commented "I cannot condone the evil because of the hope that our courts might at some time undo the wrong."

The debate reviewed previous arguments over legality of the action, with Sen. George (D-Ga.) maintaining that Congress had the right to deny funds to whomever it pleased. A spirited exchange between Sen. Overton and Sen. Connally (D-Tex.) centered around the legality issue, with Sen. Connally supporting the House action.

'Must Respect House'

"The House conducted an investigation through one of its committees," Sen. Connally said. "I do not know what they developed, but they must have developed something. We must respect the House," he declared.

Sen. Clark and Sen. LaFollette (Prog.-Wis.) pointed out that no record of the investigation, which was conducted by the Kerr Committee of the House under Rep. Kerr (D-N. C.), was available either to the House or Senate. Sen. Milliken (R-Col.) remarked "this to me smells of ancient tombs in which liberty has been buried."

Z-Bar Stickers

OFFICIAL auto stickers in Montana this year list three features in the state—vacationland possibilities, production for victory, and the Z-Bar Network: KGIR, KPFA, KRBM. Put out by the Montana Boosters, stickers come in several sizes, giving an outline of the state's boundaries in black on glossy, copper-colored paper.

TO CONSERVE equipment and manpower all Canadian Broadcasting Corp. stations started Sunday schedules at 9 a.m. EDT. commencing June 27.

LEFT-HANDED GENTLEMAN on the right is Elmer Stevens, president of Chas. A. Stevens & Co., Chicago department store, about to sign a, 52-week contract with WBBM, Chicago, for a quarter-hour Sunday evening newscast, *Clifton Utley—News.* L to r are Charlie Garland, assistant commercial manager, and Stanley Levey, time salesman, both of WBBM, and Mr. Stevens. Frances Hooper Agency, Chicago, handles the account.

Gould Asks Home Disc Exemption From L-265

AN APPEAL for a review of Limitation Order L-265 inosfar as it affects production of home recording discs has been submitted to Ray Ellis, director of the Radio & Radar Division of the War Production Board, by Sidney S. Gould, president, the Recording Corp., which claims to produce 90% of the nation's home recording blanks.

Mr. Gould claims home discs should be exempted by the WPB because "not a single item required for the manufacture of home recording discs needs a priority" and that "neither priority steel nor priority machinery is required to proccess" these discs.

PA and UP Simultaneously Announce Plan to Speed Up Radio News Wires

RADIO will be the beneficiary of new high-speed news wire service through both UP and PA, stepping up the circuits 50% as soon as facilities become available, according to almost simultaneous announcements made last Friday by the news-gathering associations.

The rate of transmission on the news circuits serving stations, it was disclosed, will be increased from 40 words per minute to 60 words. The announcements were made by A. F. Harrison, sales manager of UP, in behalf of that organization, and by Oliver Gramling, assistant general manager of PA, which inaugurated its special AP radio wire in 1941.

In behalf of the AP subsidiary, Mr. Gramling said that the change to the high-speed circuit will be made at the "first possible moment," in line with plans contemplated for the AP special wire since its inauguration. He mentioned the mechanical and technical difficulties involved, stemming from wartime material needs.

Mr. Harrison asserted UP had ordered all mechanical equipment for high-speeding for its coast-to-coast radio news wires and that it would give the organization "elbow room for expansion" of its news feature services and also enable a greater volume of foreign and sectional dispatches. The equipment has been ordered under high priority ratings and installations will be completed as rapidly as the A T & T can handle the assignment, he said.

"This development, which has been our goal for several years, is the greatest single expansion of our radio news facilities since the UP inaugurated the first transcontinental wire circuit serving radio exclusively," Mr. Harrison said. "It will make available to broadcasters in every state the fastest radio news transmission system in existence."

CBS Group Joins Hitch-Hike Protest

New England Affiliates Would Also Bar Cow-Catchers

FOLLOWING the lead of the CBS midwestern affiliates, New England affiliates of that network, at a meeting in Boston last Wednesday, adopted a resolution urging that "immediate steps be taken to eliminate from network programs the use of hitch-hike, cow-catcher, or other similar announcements as soon as practicable."

Announcement of the action by the first district CBS affiliates meeting was made by General Manager Franklin M. Doolittle, of WDRC, first district representative on the CBS advisory committee. District 7 of the CBS planning and advisory board on June 8, at a meeting in Omaha, adopted a similar resolution [BROADCASTING, June 21].

Resolution

Following is the full text of the New England affiliates resolution:

WHEREAS the so-called hitch-hike and cow-catcher announcements presently used on network programs tend to lower the standards of good broadcasting, and,

WHEREAS, such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the "public interest, convenience and necessity," and,

WHEREAS, the use of such announcements was without consent of their affiliates,

Now, therefore, be it resolved, that Franklin Doolittle, 1st District Representative of the CBS Advisory Committee, is instructed to convey to the proper officials of the Columbia Broadcasting System a request that immediate steps be taken to eliminate from network programs the use of hitch-hike, cow-catcher or other similar announcements as soon as may be practicable.

Atlantic Coast Network Drops Expansion Plans

ATLANTIC Coast Network has abandoned for the duration its plans for expanded activities, Edward Codel, General Manager, said last week. Plans had included the construction of new network studios to facilitate ACN's program service to its member stations, but the shortages of material and manpower make such a venture extremely difficult, if not impossible until after the end of the war, Mr. Codel stated.

ACN, he said, would continue operations on a curtailed basis for the present. ACN is a regional network of 10 stations located along the Atlantic Seaboard from Boston to Washington, five of which are of the Bulova-Lafount group of stations. Harold A. Lafount, general manager of the Bulova radio interests, is president of this regional network.

WSAZ, Huntington, W. Va., has appointed Branham Co. as exclusive national representatives. The station, a BLUE network affiliate, operates with 1,000 watts on 930 kc.

Pants presser pulls iron from predicament

SO last January the ambitious presser of pants went in business for himself. His rent was paid. His fixtures were installed. Everything including charter-customers—except a pressing iron.

But he did have a radio. It was on, tuned of course to WTOP. The hour was 9:45 in the morning. Elinor Lee was on WTOP with her "Home Service Daily."

Part of her unusual program is an electrical appliance "swap-shop." The pants presser pricked up his ears. A listener (said Elinor) needed an electric bottle warmer. Tag line: mother gets bottle warmer; tailor gets iron.

"Home Service Daily" is a lot more than a swap-shop; it's recipes and ration news and market reports and conservation hints. It's Washington's answer to household problems, solved in capsule form! Hundreds of women phone in to the program every week. And *more people listen to Elinor Lee—on WTOP—than to any other women's service program in Washington.*

"Home Service Daily"—sponsored by Potomac Electric Power Co.—is typical of the kind of thinking *and doing* that makes WTOP the choice of listeners in one of the nation's BIG markets. That's why WTOP is the advertisers' favorite, too.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS.

WTOP
WASHINGTON'S
50,000 watt Station
COLUMBIA OWNED
CBS

Radio Should Fight for Greater Freedom

Concerted Campaign Is Urged to Guard Independence of Air Medium

By JAMES W. IRWIN

Assistant to the President,
Monsanto Chemical Co., St. Louis

JAMES W. IRWIN, assistant to the president of the Monsanto Chemical Co., St. Louis, is nationally known as a public relations and industrial counsellor. For many years a newspaper editor, his work in setting up an industrial relations plan for General Motors is widely heralded. Mr. Irwin last Wednesday spoke his mind on the subject of radio before the Public Relations Committee of the NAB, meeting in Chicago. Here is an abstract of his pungent suggestions.

I HAVE the positive feeling in my own mind, and have had this feeling for the past several years, that radio has compromised its conscience and has not fought back against the efforts of the bureaucrats and the do-gooders to regiment and rule the industry for fear of reprisal in the revocation of station licenses. I have not admired this attitude on the part of radio. Without referring to any name, I sincerely believe that a certain newspaper, the owner of which I know, supported the third term campaign in return for increased power and fulltime operation.

Over a period of years the radio industry has lived in fear and trembling of the FCC and the commissioners making it up. For example, I know you are worried over the Frankfurter decision. I believe that the fact that all three networks give Elmer Davis clear channels once a week impugns the confidence of the public in other commentators who have freedom of action uninfluenced by any apology from a badly-run administration. I don't disagree with the policy that the air should be available at any time to give top officials the opportunity to disseminate to the public facts about the war which the people are paying for.

Should Demand Freedom

Still it appears to me that we are getting entirely too near the Goebbels Nazi technique when we have an ordained minister of propaganda who takes every station in the country once a week and shoos every other program off the air, saying in effect: "You will listen to me or else." A broadcasting station or network in my humble opinion should insist upon the same freedom as newspapers to interpret the news to the public. Davis and the OWI and other departments should be placed in the position of giving a memorandum to the press and radio on a particular subject that they want to put across and leave the treatment and interpretation of such memoranda to the experienced editors and commentators who are on your private payrolls and not on the Government payrolls.

I sincerely feel that the radio industry is approaching the point that has been reached by labor, namely, that you have turned to Government and surrendered some of your prerogative of freedom and action, and now find that you have put handicaps on yourself.

Edgar M. Queeny, Chairman of the Board of Monsanto Chemical Co., takes a realistic viewpoint of broadcasting when he wrote in the book, *The Spirit of Enterprise*, which will be off the presses next month:

"Without advertising revenue, broadcasting stations would fall into the lap of the state. Competition between chains and stations would cease. A bureaucrat would provide the music, or tell the people what to hear, and place before the microphone personalities whose views he thought would be good for the people, which incidentally would also serve his own vested interests. The American mind would lose its freedom of determining its own music and entertainment and of choosing its political, economic, and spiritual thought. We would lose one of our organs of freedom of speech."

Public Would Act

If I were a radio property owner or an administrative executive for one of the networks, I think I would cease compromising with my conscience, buckle on my armor, and at the risk of losing my job and my property, give the administration and the FCC the damndest fight it's ever had. In organizing for that fight I would take some very positive steps because I believe most emphatically that if the radio listening public is given the true facts about the hamstringing and censorship and regulation of the radio industry by the administration for selfish gain, it will get up on its hind legs and scream to the high heavens. Certainly that has happened on a great many occasions when there have been attempts to throttle the freedom of action of the press and silence editors.

The radio industry and the press of the nation have so much in common and are in such a dangerous position that now is the time to forget all petty disagreements between the two great industries. Both need to recognize that they are the only two major channels for the dissemination of information to the people and that therefore they should bury whatever little hatchets they still use and form a united front.

Employ Outsider

I believe each of the networks and the industry as a whole should retain outside public relations counsel to give it a broader and more objective viewpoint. I believe that each of the networks should select for election to its board of directors a man who is chief public relations officer of some American industrial organization and pay him a salary as a working director. Then the man retained on each network board should serve on an advisory committee on public relations to the NAB, thus bringing into the picture additional minds who can think a little bit more independently than can those who are so close to your operating problems. On this line some of the more successful railroads have gone to outside directors, and the A. T. & T. has pursued the policy for a number of years and found it very successful.

Radio should seriously consider a national advertising campaign in which it would use radio as a medium and also use daily and weekly newspapers and national magazines telling the listener public its story and reasons why it must not be throttled. I believe stations in each locality should form an advisory board the members of which have no formal contact with the radio industry. Such a board would sit with the members of the local radio stations regularly at luncheon or dinner to discuss problems of public relations affecting radio.

Such groups should be made up of representative citizens who are leaders in the formation or influence of public opinion, and should represent not only the business mind but the labor mind, the educational mind, and the civic activity mind. You would have on such groups all shades of political complexion and thinking. Still you would have a working group that could go out carrying your spear.

'Go to Hell!'

Your American industrial worker, farmer, business, and professional man still prides himself on the fact that he can tell his boss to go to hell. He can tell his politicians to go to hell by voting against them at the polls. He will support an editor he does not like or a paper he hates if an attempt is made by politicians or some pressure group to gag that editor or suppress that publication. He is not so well acquainted with radio although it probably occupies a stronger position in his household than his newspaper. As a matter of fact, it is well known that there are millions of people who have radios who never see a newspaper. Radio should tell its story to the American people.

Waiting

OFFER TO PHONE news of imminent Allied invasion of Europe, made by WING, Dayton, in 1,000 letters sent to civic, business and industrial leaders of the city, brought in a list of the phone numbers of Dayton's most influential names. Promotional letters also described WING news service coverage of the expected invasion.

Hooper Shows Network Evening Shows Gaining

NETWORK EVENING programs, nationally sponsored, have increased in number over a year ago, the June 15 Hooper "National" Program Ratings Report reveals. Survey shows 124 such programs currently representing 72½ network hours, as compared to 112 programs, representing 64½ hours, a year ago.

Bob Hope, *Fibber McGee & Molly*, *Radio Theatre* and Walter Winchell, hold first four top places in the list of "First 15" programs, followed by *Mr. District Attorney*, *Screen Guild Players*, *Aldrich Family*, *Take it or Leave It*, *Frank Morgan-Fanny Brice*, *Paul Whiteman Presents*, *Great Gildersleeve*, *Burns and Allen*, Rudy Vallee, Fred Allen, and *Blondie*. Red Skelton continues to top the group of programs broadcast after 10:30 p. m. (EWT) and not measured in the Eastern Time Zone.

Pennzoil on Don Lee

PENNZOIL Co., Los Angeles (lubricants), to promote services of 13,000 West Coast independent dealers, on June 30 starts sponsoring the quarter-hour commentary, *Faces & Places in the News*, on 33 Don Lee Pacific stations, Wednesday, 6:15-6:30 p.m. (PWT). An extensive merchandising tie-in campaign is planned. Agency is The Mayers Co., Los Angeles. Edward G. Neale is agency account executive.

In Ohio's First Three!

People make markets. And in Ohio, *working people* make Youngstown the state's third largest Metropolitan District.* In the top bracket with Cleveland and Cincinnati!

Here in one of America's largest steel centers, *over 65 thousand men and women* are earning high wages in a steel industry geared to capacity speed. Additional thousands are hard at work in allied industries.

It takes a powerful radio station to serve this important segment of wartime America. It takes a station that has wave-length (like WKBN's "570"); a station that has wattage (like WKBN's "5000"); it takes a station that *knows* its people—and how to program to them.

WKBN isn't just the CBS station for Youngstown. WKBN, now broadcasting on 5000 watts *day and night*, commands a wide Primary influence-power among a *million and half* people in Northeastern Ohio and Northwestern Pennsylvania . . people in a Boom Market Area.

This powerful Ohio-Pennsylvania station can mean more sales, more influence for you *now*, and in important postwar years.

WKBN
YOUNGSTOWN, O.
5000 watts
570 kc
CBS

Represented by:
Paul H. Raymer Company

---

* *U.S. Dept. Commerce*

XUM

Shouse Urges Press to Help In Drive for New Radio Law

Points to Danger of Government Control Over News and Cites Effects of Court Decision

AID OF THE PRESS in securing a new communications law was asked of 500 of the nation's leading editors by James D. Shouse, vice-president of the Crosley Corp., and directing head of WLW-WSAI, in an address at the annual banquet of the National Editorial Assn. in Cincinnati June 18. Mr. Shouse is a director of the NAB and a member of its Legislative Steering Committee.

Disclaiming any desire to be an alarmist, Mr. Shouse asked the editors what value their freedom of the press would have if readers were subjected constantly to Government controlled news over the radio—controlled by whatever administration might be in power. He added it "conceivably would be quite difficult to effect a change in administration if the power granted by the Supreme Court to the Commission were ever utilized fully. The threat is there," he said, "only the actuality is lacking."

Frequency, a Franchise

Declaring that the recent Frankfurter opinion of the Supreme Court had cost radio its freedom overnight, Mr. Shouse said—"Our industry needs your help—we ask for it, not for our own selfish good, but I honestly believe for the good of the country."

Acknowledging that there is a fundamental difference between the press and radio—the fact that the use of a frequency is a public franchise, Mr. Shouse said that no thinking broadcaster would abuse that franchise by allowing his station to take an editorial stand upon controversial public issues. He explained that the rules which the Communications Commission had set up to regulate the network broadcasting business were made operative by the express warning that failure to observe them would be followed by loss of the station's license. Because there "was an honest difference of opinion as to whether the Communications Act granted the Commission the power to use its licensing function to arrive at such an end," Mr. Shouse continued, "two of the largest networks took the issue to court.

"On May 10 the Supreme Court in order to uphold the right of the Commission to do what the Commission had done evidently felt it necessary to go the whole way, and said, in substance to the Commission, 'What you did you had a right to do, and should you, in the future, elect to go all the way in controlling, through threat to deny a license renewal, the contents of programs as well as the manner in which they are routed around the country from one station to another, you have that right, too.'"

Mr. Shouse told the editors that there are many in radio who feel that Congress can and may give relief by way of a new radio law. He said Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, has assured the industry that hearings on such a law will begin immediately after Labor Day.

"With the greatest possible earnestness," he said, "I ask for your study of this matter as it develops, and if you feel that, as a kindred industry, our position merits your support, I believe that as newspaper people you can contribute immeasurably to our cause, which after all as citizens, is your cause.

"Many of us not only want a new law because we, as an industry appear to need it, but we want a new law because it would not appear to be to the best interests of the Nation for radio during these times to be forced to operate under the cloud of direct government control. I do not mean by this," he added, "that the Commission, as presently constituted, has evinced any desire or intent to expand the scope of its regulation, but rather that as an industry we may find in our day-to-day operations a tendency voluntarily to restrict our freedom of operation through fear of what might happen. Thus, a self-imposed censorship, growing out of fear of what can happen, is oftentimes a more real and virulent type of censorship than I am sure either the Commission or the Congress desires to see."

Salute to 'Stage Door'

RADIO SALUTE to the United Artists film "Stage Door Canteen" when it made its American premiere June 24 at the Capitol theatre, New York, and in 15 other cities, was arranged as the feature of the CBS broadcast that night of *Stage Door Canteen*, program sponsored by Corn Products Refining Co., New York. Gypsy Rose Lee, Monty Woolley, Bert Lytell and Raymond Paige's Orchestra were heard from New York, as well as stars of radio, stage and screen from the lobby of the Capitol theatre after the performance. Major Ben Lyon was also heard via cut-in from London as he interviewed soldiers from North Dakota, California and Texas who had seen the picture.

Cook Book Test

FARRAR & RINEHART, New York, last week started a test campaign on WABC, New York. for *The Good Housekeeping Cook Book.* Using radio for the first time for this publication, the sponsor signed for three participations weekly on Adelaid Hawley's *Woman's Page of the Air*, 8:45 a.m. Agency is Franklin Spier and Aaron Sussman Inc., New York.

THESE THREE were prominent on the program of the National Editorial Assn. banquet in Cincinnati, June 18 (l to r): James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp.; Edwin F. Abels, Lawrence, Kan., president of NEA; John W. Bricker, Governor of Ohio.

FCC REPORTS 58 READY FOR JOBS

NAMES of 58 first- and second-class radio-telephone licensees who have reported themselves available for immediate employment in essential communications jobs were mailed on June 21 to the War Manpower Commission, the NAB and other interested groups in the industry by the FCC. The list was compiled from replies to the Commission's postcard survey of a 1,000 sample of 20,000 licensees in these classifications [BROADCASTING, June 7].

Neville Miller, NAB president, in a letter to FCC Chairman James Lawrence Fly praising the cooperation of Dallas Smythe, head of the FCC Economics Unit, said in part: "In a joint meeting on June 15, agreement was reached that both survey methods produced valuable results. However, the FCC technique is inexpensive and provides an excellent screening. The NAB method, costly because of first-class mail and personalized letters, should be sent to only those showing promise in the FCC survey. I therefore urge that this cooperative activity be continued." The NAB survey of 100 radiotelephone license holders brought in 17 applications for employment.

Of those reporting to the FCC, 41 are available for fulltime and 17 for parttime work, while 421 were not available. There was a total response of 568, or 53% which is considered exceptionally good, especially in view of the fact that 89 of the list were unreached because of improper addresses. Future scope of the survey is to be determined by needs of the industry, according to Chairman Fly.

Prexie Now

IT'S PRESIDENT Lang now, and the Wheaties breakfast edition of the news on WNAX, Yankton, S. D., is looking for another reporter since newscaster William C. Lang was named president of Yankton College. A recent popularity poll disclosed the 33-year-old Lang as favorite WNAX newscaster. Other activities include teaching flight theory to Naval aviation cadets and speaking tours for sale of War Bonds.

Editors Warned Of Press License

Crawford Sees Precedent in Supreme Court Opinion

A WARNING to newspaper editors to watch out for an extension of the Governmental licensing system for radio to include newspapers as well was issued by Frederick C. Crawford, president of the National Assn. of Manufacturers, in an address before the Wartime Conference of the National Editorial Assn., held recently in Cincinnati.

"The greatest monopoly which can exist," he stated, "is a monopoly of public opinion. Basic to the four freedoms of the Atlantic charter, basic to all the freedoms of body and mind that we can enumerate, is freedom of speech.

"American industry is confident that if we retain freedom of speech, in public assembly, in the printed word and over the air we can retain the free economic system on which America in the course of 150 years has grown to world leadership. Given freedom to tell its story, industry is confident that it can present a case which will win the approval and support of a vast majority of the American people.

Newspapers Licensed?

"Will we be allowed such a hearing? You begin to wonder when a member of the United States Supreme Court finds himself stressing the difficulties of preserving the democratic way of life. He cites "the misuse and manipulation of modern devices, chain newspapers, cheap magazines, popular polls, the movies and the radio." In other words, "misuse," as he calls it, of all the media of opinion employed by a free people.

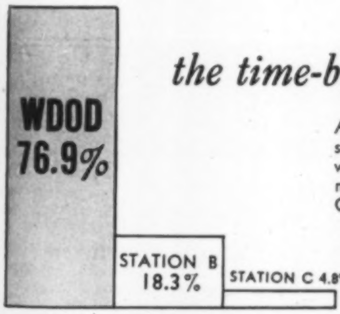
"Note, incidentally, that among the misdirected agencies of public opinion we now find radio. But now it seems that even radio is not immune from the regrettable habit of free peoples to disagree on occasions with their government as well as among themselves. And so we find the Supreme Court imposing conditions on the individual broadcasting station, including limitations on the right of contract, in return for the Federal Government's license.

"Will it be a licensing system next for the newspapers of this country? Or will it take the subtle form of subsidies disguised as government advertising? This we know: When the newspapers definitely turn for their advertising revenue away from industry to government, it is the beginning of the end for freedom of the press, and not so far from the end either."

KWIX, San Francisco, new Pacifi Coast station beaming shortwav broadcasts to Latin America unde the CIAA auspices, will go into ope ation Aug. 1. Two stations in th city are already beaming news and en tertainment to the Latin Americ seven hours a day.

XUM

Nineteen years young!



the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD'S dominance.

TODAY, a radio station must be young in ideas. It must have the alertness, the programming and merchandising knowledge of 1943 . . . active, energetic . . . resultful!

WDOD has youthful energy . . . and the "know-how" of years of experience. For 19 years WDOD has served the Chattanooga market, combining the wisdom of age plus the activity of a modern radio station.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night

time to buy on

WDOD

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.

Bob Hope Heads 'Star of Stars' Poll And His Show Leads Program Contest

BOB HOPE scores first on three counts in the 1943 annual "Star of Stars Poll" of radio listeners, conducted by *Movie-Radio Guide* and released this week. The NBC comedian heads the list of "Radio's Star of Stars," and is rated the "Best Comedian," while his NBC program for Pepsodent Co. holds top place in the "Favorite Program" group.

Nelson Eddy, formerly CBS, is runner up in the "Star of Stars" classification, followed by Bing Crosby, CBS singer. Red Skelton and Jack Benny, NBC, follow Bob Hope in the list of 10 top comedians.

Half of the leaders in this year's rating of 17 categories also ranked first last year—including *Lux Radio Theatre*, CBS dramatic program; *Vic and Sade*, CBS daytime serial; *Information Please*, NBC quiz program; Bill Stern, NBC sports announcer, and Don Wilson, NBC announcer.

Appearing in exactly the same position as last year are commentators Lowell Thomas, BLUE; H. V. Kaltenborn, NBC, and Walter Winchell, BLUE, while Elmer Davis drops from fourth place as CBS commentator in last year's poll, to ninth place. New listing is that of "Best USO Program," the leaders being *Stage Door Canteen*, CBS, *Philip Morris*, CBS and Bob Hope, NBC.

List of winners is as follows:

RADIO'S STAR OF STARS—Bob Hope, Nelson Eddy, Bing Crosby, Don McNeill, Jessica Dragonette, Jack Benny, Kate Smith, Red Skelton, Joan Blaine, Don Ameche.

MY FAVORITE PROGRAM—The Pepsodent Program, Lux Radio Theater, Breakfast Club, One Man's Family, Fibber McGee & Molly, Information Please, Saturday Night Serenade, Kraft Music Hall, Those We Love, Metropolitan Opera.

BEST COMEDIAN—Bob Hope, Red Skelton, Jack Benny, Fibber McGee & Molly, Fred Allen, Edgar Bergen, Eddie Cantor, Garry Moore, Ed Gardner, Don McNeill.

FAVORITE USO PROGRAM—Stage Door Canteen, Philip Morris, Bob Hope, Army Hour, Vox Pop, Soldiers With Wings, Command Performance, Meet Your Navy, Spotlight Bands, Gracie Fields.

BEST MALE SINGER OF POPULAR SONGS—Bing Crosby, Jack Baker, Dennis Day, Frank Sinatra, Frank Munn, Lanny Ross, Harry Babbitt, Barry Wood, Morton Downey, Curley Bradley.

BEST WOMAN SINGER OF POPULAR SONGS—Dinah Shore, Ginny Simms, Kate Smith, Frances Langford, Jessica Dragonette, Nancy Martin, Gracie Fields, Mary Martin, Helen Forrest, Marion Mann.

BEST MALE SOLOIST OF CLASSICAL SONGS—Nelson Eddy, Richard Crooks, John Charles Thomas, Frank Munn, Jack Baker, Conrad Thibault, Lawrence Tibbett, James Melton, Lanny Ross, Jan Pierce.

BEST WOMAN SOLOIST OF CLASSICAL SNGS—J[illegible]a Dragonette, Gladys Swarthout, Lily Pons, Jeanette MacDonald, Margaret Speaks, Vivian della Chiesa, Rise Stevens, Lucille Manners, Jean Dickenson, Grace Moore.

BEST ACTOR—Lionel Barrymore, Les Tremayne, Don Ameche, Orson Welles, Ronald Colman, Hugh Studebaker, Les Damon, Walter Pidgeon, Jay Jostyn, Alan Ladd.

BEST ACTRESS—Barbara Luddy, Greer Garson, Bette Davis, Claudia Morgan, Helen Hayes, Joan Blaine, Nan Grey, Madeleine Carroll, Alice Frost, Jeanette MacDonald.

BEST MUSICAL PROGRAM—Your Hit Parade, Kay Kyser, Waltz Time, Hour of Charm, Voice of Firestone, Kraft Music Hall, Bell Telephone Hour, Pause That Refreshes, Metropolitan Opera, New York Philharmonic.

BEST QUIZ PROGRAM—Information Please, Quiz Kids, Take it or Leave it, Truth or Consequences, Dr. I Q, Kay Kyser's College, Thanks to the Yanks, People Are Funny, Battle of the Sexes, What's My Name?

BEST DRAMATIC PROGRAM—Lux Radio Theater, One Man's Family, Those We Love, Mr. District Attorney, First Nighter, Aldrich Family, Screen Guild Players, Inner Sanctum, Mayor of the Town, The Thin Man

BEST DAYTIME SERIAL—Vic and Sade, Bachelor's Children, Road of Life, Portia Faces Life, Big Sister, Life Can Be Beautiful, Valiant Lady, Ma Perkins, Story of Mary Marlin, Those We Love.

BEST DANCE ORCHESTRA—Harry James, Kay Kyser, Guy Lombardo, Tommy Dorsey, Sammy Kaye, Fred Waring, Horace Heidt, Abe Lyman, Xavier Cugat, Benny Goodman

BEST NEWS COMMENTATOR—Lowell Thomas, H. V Kaltenborn, Walter Winchell, Gabriel Heatter, Fulton Lewis Jr., Earl Godwin, Raymond Gram Swing, H. R. Baukhage, Elmer Davis, Boake Carter.

BEST SPORTS COMMENTATOR—Bill Stern, Ted Husing, Red Barber, Guy Savage, Bob Elson, Mel Allen, Ty Tyson, France Laux, Ed Thorgersen, Clem McCarthy.

BEST ANNOUNCER—Don Wilson, Milton Cross, Ken Carpenter, Harlow Wilcox, Bill Goodwin, Harry Von Zell, Durward Kirby, Bob Brown, Richard Stark, Jim Ameche.

Production of Castoria Is Resumed by Centaur

PRODUCTION of Fletcher's Castoria has been resumed and will go on sale again about Sept. 15, it was announced last week by Harold B. Thomas, vice-president of Sterling Drug Inc. Manufacture was interrupted nearly two months ago when the presence of a nausea-causing irritant was discovered in certain batches of the product and the company issued a nation-wide warning to the public and used radio announcements to call in outstanding stocks [BROADCASTING, May 10].

Research conducted by the company has solved the mystery of the foreign ingredient which found its way into the product, Mr. Thomas stated. He explained that the use of lower sugar content necessitated by wartime restrictions interfered with normal aging processes and contributed to the formation of the irritant. Methods for preventing a recurrence have been developed, he said.

For Teachers

WESTINGHOUSE Radio Stations Inc. headquarters in Philadelphia, and KYW, member station in the city, will cooperate with Philadelphia Public Schools this summer to provide a series of lectures on radio which will be given throughout July. Gordon Hawkins, program supervisor of WRS Inc., will have charge of the course designed to acquaint teachers with all phases of broadcasting. Mr. Hawkins will specialize in lectures on script writing and will invite other executives of the headquarters group and of KYW to talk on subjects in their particular field.

WHEELING STEEL Corp., Wheeling, W. Va., which on June 27 plans to start a summer vacation for its *Musical Steelmakers* program on the BLUE, will return the employe family show Sept. 26 to its current Sunday evening period, 5:30-6. Lineup of stations will be increased from the present 78 to 92. Plans for next season's series will be more elaborate than heretofore, and will be worked out by John L. Grimes, Wheeling advertising manager, and Scott Smith, president of Critchfield & Co., Chicago, agency in charge, at a meeting in the near future.

Miller's Labor Code

DECISIONS of the NLRB that affect radio broadcasting have been compiled into a book by Joseph L. Miller, NAB director of labor relations, which is now being mailed to stations by the NAB. The book, condensed from 48 volumes of NLRB decisions, contains texts of radio representation decisions and a list of unfair labor practice decisions. In an accompanying letter, President Neville Miller points out that the handling of labor relations is of the greatest importance and comments that the author "has performed a real service for the industry."

FOUR KOA staff members now in uniform, whose visits coincided, were guests at a hastily assembled luncheon in the Denver station's studios June 12. Other uniformed guests were Lt. Com. Lloyd E. Yoder, Navy public relations officer in Denver, and Flight Lt. Ault, guest of KOA's Lt. Carter. (L to r) Lt. Com. Yoder; Marine Cadet William Michelson, WAAC Lt. Jeanne Carter, Lt. Ault, Lt. Stanley Brown of the Engineering Corps, and pilot Lt. Charles E. Brady, AAF. KOA record is 67% of male staff in uniform since June, 1941, with one girl in the SPARS and one in the WAAC. Three lt. commanders, and a major, captain, and six lieutenants in the Army!

NBC Announces 4 Summer Shows

Based on 'Fresh Approach to Wartime Living,' Menser Says

TO REPLACE commercial programs taking summer vacations from NBC, the network has built a group of sustaining shows, announced last week by Clarence L. Menser, NBC vice-president in charge of programs, as "distinguished by a fresh approach to the problems of wartime living."

Replacing *The Great Gildersleeve*, Sundays 6:30-7 p.m., from July 4 to Aug. 22, will be a dramtic program, *Men At Sea*, telling the story of men in the Merchant Marine. A camp show, titled *Music in the Air*, emphasizing entertainment provided by members of the Air Forces, will replace *The Aldrich Family*, Thursdays, 8:30-9 p.m., July 9-29.

A musical variety show with talks by prominent speakers will fill the *March of Time* period, Thursdays, 10:30-11 p.m., July 8 to Aug. 12, and *NBC String Quartet* replaces *What's My Name?* July 4 to Sept. 12 in the Sunday 10:30-11 p.m. period.

Two other sustaining substitutes have been announced previously, including *Words At War*, for *Maxwell House Coffee Time*, Thursdays, 8-8:30 p.m., June 24 to Aug. 26, and *Hot Copy* for *Truth Or Consequences*, Saturdays, 8:30-9 p.m., July 3 to Aug. 28.

Gillin Reminded of WLS Coverage Map of 1942

EDITOR, BROADCASTING:

Our good friend John Gillin of WOW ran into an Irish snag by the name of Gene O'Fallon not so long ago. It seems that Johnny claimed WOW was the first radio station to use the Foreign News Service of the *Chicago Daily News*. Gene, it seems, had seen the possibilities of this service first and had bought it. John was very sorry about his *faux pas* and went on record as such.

Now, far be it from me to cause John any more trouble, but I would like to point out at this time that WLS issued a coverage map in July of 1942 that was purposely compiled to incorporate all suggested features proposed by the four A's and the NAB The WLS coverage map wa[illegible]n over a million letters re[illegible] WLS in 1941 as well a[illegible]olt contours. I believe [illegible]ap (now over a year o[illegible] all standards laid do[illegible]he various agencies reque[illegible] a standardization of radio [illegible]ge.

I repeat, John [illegible] had enough trouble lately, so [illegible]e'll just stay good friends.

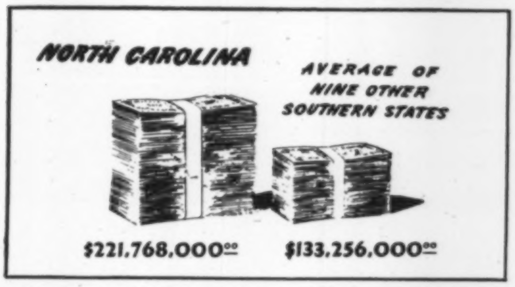
Glenn Snyder,
Manager, WLS

Chicago, June 11, 1943

W. S. GRANT Co., representatives continues to represent KTKC, Visalia, Cal. in northern Pacific Coast area while Homer Griffith Co. represents KTKC in the Los Angeles area rather than the Pacific Coast area as reported in BROADCASTING June 14, according to the Grant company.

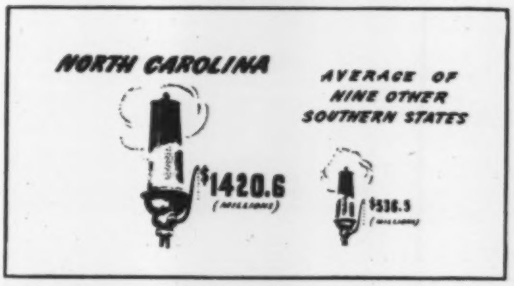
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

850 kc. FIGHT OVER; OTHERS EYE WAVE

FINIS was written to the battle of the 850 kc. channel breakdown last Tuesday with the FCC announcement that it had adopted its decision and order permitting WHDH, Boston, and WJW, Akron, now being moved to Cleveland, to operate on that channel with 5,000 watts fulltime. The frequency, on which KOA, Denver, is the dominant station, heretofore has been a 1-A clear channel and has been embroiled in litigation for several years, which wound up in the Supreme Court last month with a defeat for the Commission.

Despite the court victory of NBC, licensee of KOA, entitling it to a full hearing on the proposed transfer, the network, after seeking unsuccessfully to have the Commission postpone the hearing until after the war, defaulted on its hearing right [BROADCASTING, June 14]. As a consequence, the FCC at its last meeting formally approved the order breaking down the clear channel and giving the two stations fulltime on the wave. WHDH is the BLUE outlet in Boston, while WJW will become a BLUE outlet in Cleveland when finally moved, probably by Aug. 1.

With the breakdown of the wave, it is expected other applications shortly will be filed for operation on the frequency, consistent with the FCC rules. Under the Commission's freeze order of April 27, 1942, however, no new authorizations can be made unless no critical equipment or manpower is required.

RADAR IN AUTOS

Foreseen as Postwar Use By Rep. Starnes

RADAR equipment, widely used by the Army Signal Corps, may find civilian use in automobile equipment after the war, according to a statement before the House of Representatives by Rep. Starnes (D.-Ala.) in which he highlighted the "achievements, military and civil, of United States in World War No. 2." Radar safety devices in medium-priced cars will indicate danger from vehicles approaching at intersections, will show stop lights some distance ahead, or signal that a car wants to pass on either side by means of lights on the instrument panel, he said.

"Other developments in the field of communications, which will be useful after the war, include the Walkie-Talkie short range radio sets, improved teletypewriter service transmitted by radio, and improved ship-to-shore radio telephone service," said Rep. Starnes.

Developments in radio meteorological equipment will provide better weather reporting in the future than we have ever known, he added.

Heads KINY, Juneau

PERRY HILLEARY, has been appointed manager of KINY, Juneau, succeeding Walter Carl. He was formerly assistant manager of KTKN, Ketchikan, coming to Alaska last fall from KOMO, Seattle. Both Alaskan stations are owned by Edwin A. Kraft, president of Northwest Radio Adv. Co., Seattle.

FIRST INSIDE LOOK at a radar production line is revealed in this photo approved by the Navy Department. These women workers, formerly employed in making civilian radio equipment, now assemble radar devices at a General Electric plant for the Navy.

'Static Eliminator' for Post War Market Devised by Goodyear

Device Expected to Find Immediate Military Use; Requires Critical Materials for Production

AN INVENTION which largely neutralizes both man-made and atmospheric static in all portions of the spectrum and which will be applied to home receiver production after the war was disclosed last Tuesday by the Goodyear Tire & Rubber Co., Akron, at the dedication of its new research laboratory.

Development of a "static eliminator" has been a primary goal in radio since the beginning of the art, and while innumerable devices have been reported, none to date has been found effective. ,Goodyear announced that the new, simple device, which will be retailed at a few dollars following the war, can be applied effectively for both amplitude modulation and FM uses. FM is not subject to interferences from atmospheric static.

Utilizes Static

Goodyear told those who attended the research laboratory dedication that the new device, known as the "radio static neutralizer," is the discovery of Gilbert J. C. Andrisen, research physicist, who worked on it independently for a number of years and completed it recently in Akron for Goodyear. It was stated the device not only subdues static to the point where it no longer interferes with reception, but for the first time converts the electrical energy of the static into useful work.

The development work on the static eliminator started last August, Goodyear advised BROADCASTING. The present device was said to be the newest and the only one developed, so far as the company knows.

"The device is unequal to FM," Goodyear stated, "but can reduce or eliminate some kinds of static which baffle FM."

The device was described as consisting of an attachment beneath the amplification tube in the receiver. The attachment in turn is connected to the static eliminator, which is about four inches by two inches by 2¼ inches and is plugged to the set interior near the amplification tube. The entire attachment weighs less than six ounces and can be retailed "for several dollars after the war." Since it uses highly critical materials, it will be available only for war uses, particularly war planes.

No information was available in Washington on the static eliminator. The FCC engineering department planned to look into it.

Reports from Akron said that the instrument was designed primarily for war use, in the hope of making directional beams and code signals less likely to fail. It was stated the device is expected to make flying measurably safer by eliminating the interference of static with reception, and that it would improve radar, the potent detecting and ranging device which has proved the most spectacular "secret weapon" of the war. It was said the neutralizer would find immediate use, not only on bomber or fighter planes, but war ships, tanks, command cars, jeeps, and at radio stations.

Device Demonstrated

Visiting newspapermen saw the static neutralizer at work. A regular program was tuned in. An announcer was talking. Artificial static was produced in sufficient volume to smother the voice. Then the neutralizer went into action. The static dropped to a thin blur and the voice came back. One newspaper report said:

"The machine uses small electronic tubes in such a way that they discriminate between static and the desired signal and automatically control the amount of static energy which can pass through the set. Recently, during a terrific thunderstorm, with lightning striking close to the laboratory, the operator reduced the attendant static to a whisper and kept the program going."

Another report stated:

"The neutralizer makes use of small electronic tubes in such a way that they are automatically adjusted to each radio signal, whether weak or strong. They serve to discriminate between static and the desired signal and automatically control the amount of static energy which can pass through the set. A detection control circuit eliminates static which is louder even than the incoming signal.

"In one test, a 25,000-volt spark from the ignition system of an engine was projected directly upon the antenna of a receiving set. The neutralizer eliminated this so effectively that it was possible to tune in a shortwave radio program from Europe."

Vast Electronic Uses Foreseen by Monteith

APPLICATIONS of radar and other electronic devices to civilian industry was the subject of A. C. Monteith, manager of the industry engineering department of Westinghouse Electric & Mfg. Co., in a talk to the New York Institute of Finance.

"Tubes are the focal point of the electronics industry but they are a small part of it," Mr. Monteith said. "The circuits necessary to apply these tubes will run from four to 200 times the price of the tubes themselves." The latter range in size from tiny photo cells to the large metal cans of Ignitron rectifiers, he said. The Ignitron converts alternating to direct current for the making of aluminum and magnesium by electro-chemical means. It is also used to control high currents used in welding.

Another helpful partner to industry, the Westinghouse engineer said, is the Precipitron, which traps air-borne dust on steel plates which carry positive and negative charges. One application is the protection of electric motors in steel mills and other dusty locations. Another is the cleansing of machine shop air from oil mist.

The Mot-O-Trol is an electronic partner of the Ignitron when used to regulate starting and speed of direct current motors.

Application of electronics to industry, Mr. Monteith said, is moving at top speed. Future of any particular use depends on whether it "does a job better than a tried and proven mechanical method," he said.

TO HELP recruit aircraft spotters for the Army Air Forces First Fighter Command, CBS, in cooperation with this division of the armed forces, on July 8 starts a quarter-hour evening program featuring pick-ups from spotter units throughout the country. John Dietz will direct. Script will be written by Joseph Ruscoll.

THERE'S NOT ANOTHER LIKE IT!

SEMPER FIDELIS

Official U. S. Marine Corps Photo

Ever since its formation by the Continental Congress on November 10, 1775, the United States Marine Corps has served our nation with breath-taking courage and unswerving devotion. To their motto, *Semper Fidelis* (Always Faithful), might well be added the words "And Always First." It was the Marine Corps that went into the steaming, sniper-infested jungle of Guadalcanal, and drove the enemy back into the sea. "The Marines have landed and the situation is well in hand" is more than an empty catch-phrase. Our enemies are finding that out to their sorrow.

Ever since its formation in 1925, WTIC has adhered to the same watchword that has been a guide and inspiration to the Marines. By being faithful to its audience, WTIC has gained the loyalty and respect of a vast number of people. That loyalty and respect pays rich dividends for the advertisers who use WTIC's facilities. Ask them about WTIC. They'll tell you that

THERE'S NOT ANOTHER LIKE IT!

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

Purely PROGRAMS

SCHEDULED for six weeks, seven times a week on WEBR, Buffalo, starting June 21, 60 Niagara Frontier Industries are cooperating with WEBR in a program to curb absenteeism and promote safety. The program, consisting of live dramas, transcribed music and safety jingles, interviews with workers, talks from plant personnel department and union representatives, is to be broadcast at various hours to give a greater and more varied audience an opportunity of hearing it. Each week on the bulletin boards of cooperating firms, large printed posters will tell a new story relating to absenteeism and safety and give information about the contest for suggestions for safety and for curbing absenteeism. Eleven prizes totaling $500 for best suggestions on each subject are offered. Following the series, best suggestions will be printed in pamphlet form and presented to the cooperating firms.

* * *

RCAF Sub Program

WHAT to do when enemy submarines are seen is the basis for a semi - instructional quarter - hour Royal Canadian Air Force program started on all French language stations along the St. Lawrence River and Gulf area. The program is recorded, carries a dramatization of enemy activity and explanation of what to do when enemy submarines, or other enemy activity, is noticed in the locality. The program is also to be recorded for use in the Maritimes on English language stations. The French program has 26 episodes, the English, 13. Program goes out over Canadian Broadcasting Corp. French network and on independent stations as a public service broadcast. Recordings are made by the Compeau Co., Montreal.

* * *

Pecks Out

COMPANION to Mutual's *Nick Carter* series starts on that network July 5 on sustaining basis, with "Chick" Carter, fictional son of Nick Carter, detective, as principal character. *Chick Carter—Boy Detective*, will be tied in with the adult edition, "father" and "son" visiting each other's programs from time to time. Fritz Blocki, a director of Kenyon & Eckhardt, will direct the series as a free-lance. Scripts are being prepared by Charles Michelson, S & S copyright agent.

Right on Time

THE VITAL importance of "getting the right men with the right equipment to the right place at the right time" is the message conveyed in the BLUE weekly series *Enough—And On Time* presented in conjunction with the administrative and technical divisions of the Army Service Forces of the War Dept. Entertaining as well as informative, the program features an orchestra conducted by Capt. Harry Salter, with Col. William Slater as narrator.

* * *

Saludos Amigos

PROMOTING better understanding between Latin America and North America, BLUE has started a weekly 25-minute program of popular music of both countries, titled *Saludos Amigos*. Music is supplied by Paul LaValle and his orchestra, with Victoria Cordova, singer and actress, the Andrini Continentals, and Jose Ferrer as m.c. Series is presented in cooperation with the Coordinator of Inter-American Affairs.

* * *

Johnston Speech

BROADSIDE copies, 10,000 of them, with a reprint order already in, have been mailed of a speech by U. S. Chamber of Commerce President Eric Johnston on KMYR, Denver. The occasion was the 59th annual meeting of the Denver Chamber of Commerce on May 7, broadcast by KMYR. The subject was "Forward to a Dynamic America". Copies were mailed to local and national accounts and agencies.

* * *

Visiting Mike

GOING into homes and clubs for interviews, KXEL, Waterloo, Ia., is presenting a new feature, *Let's Visit*. Portable transcribing equipment is used and broadcast consists of playback. Idea is to acquaint listeners with the many patriotic activities carried on by various organizations and to foster worthy causes on the home front, making it informative as well as entertaining.

FT. WAYNE S.M.C.
WGL
25
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FIRING L
1st PRIZE
2nd
3rd
4th
5th
6th

AMICABLE RELATIONS between war industry and armed forces is goal of Farnsworth Company and WGL, of Ft. Wayne, in new party game show aired from downtown Servicemen's Center. *Farnsworth Firing Line* contestant scores his points on dart board; gets double if he answers questions correctly. 1st prize is 12 silver dollars. Turnout is good, and growing, with 300 joining in fun at a recent session.

Students Write

HIGH SCHOOL students Robert Marion and Louis Garfinkle are writing and narrating *Youth Farm Front Reporter*, five-minute Friday afternoon program on KIRO, Seattle, giving reports on recruitment of pupils for farm work, including anecdotes and personality sketches on youths participating. Other public service shows concerning food production are *Your Work Is A Weapon* and *Battle For Food*, stressing volunteer farm labor, the former emphasizing the need for women volunteers; *Green Hands*, dealing with the youth farm aid program is written and dramatized by Seattle high school pupils. Bill Moshier, agriculture and public affairs director of KIRO, produces the programs.

* * *

WPB Spokesman

GUEST talks on salvage and other WPB campaigns are given on women's programs by Alice Pentlarge of the WPB Division of Information, Campaign and Media branch. Miss Pentlarge, formerly with WMCA, New York, gives eye witness accounts of the role salvaged materials play in winning the war. She is available for local broadcasts, and has appeared on several network shows.

* * *

Ball Club Pays

A BASEBALL club sponsoring baseball news is the something different in sports broadcasts being offered by WGL, Ft. Wayne. Aiming to increase local interest in hard ball, the Ft. Wayne Shamrocks have taken the 5:45-6 p.m. spot Thursday and Friday featuring Tom Carnegie. Reinforcing this radio fan-making effort, Shamrocks are admitting free all boys under 15.

* * *

Health Tips

COMMERCIALS aimed to build goodwill and a reputation for integrity among physicians and the public at large are featured by Denny Brann, Drugs, exclusive prescription house in Des Moines, which has purchased the 1:55 news period with John R. Irwin on KSO. Important tips on health and how to help meet the shortage of doctors are also given.

* * *

Fat Salvage

SALUTES to cities of the Southwest with outstanding records in the Fats Salvage campaign are being given by WFAA-WBAP in *Mrs. Tucker's Smile Time*, three times weekly. Lt. Daniel C. Cutter, Ordnance Branch, Eighth Service Command, explains the value of the fats campaign on each program.

* * *

S. C.'s Contribution

DETAILING Southern California's contribution to the war effort, a quarter-hour transcribed series featuring Hedda Hopper as m.c., is featured on KNX, Hollywood. Twice weekly program relates story of communities, people, industries and agriculture at war.

Income Rises, CBC Now Out of Debt

Must Overhaul Entire Plant After War, Report Says

REVENUE of the Canadian Broadcasting Corp. increased slightly in the fiscal year ending March 31, 1943, Dr. J. S. Thomson, CBC general manager, told the Parliamentary Committee on Broadcasting at Ottawa on June 17. Income from commercial operations was increased by $186,000 to $1,250,000, and income from annual listeners' licenses of $2.50 each up $216,000 to $3,600,000. The CBC now is entirely free of indebtedness and able to present a "satisfactory" balance sheet, Dr. Thomson said.

Expansion of equipment is now limited, but when the war ends CBC will have to overhaul its entire plant and take advantage of wartime radio developments, the Committee was told.

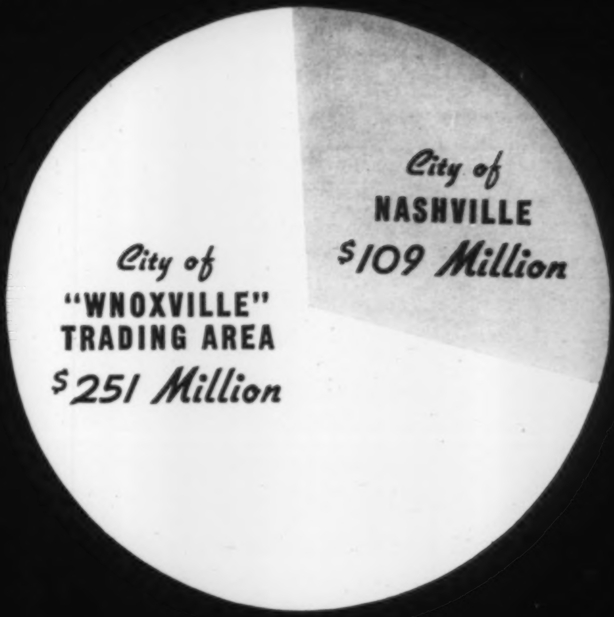
The 1942-43 fiscal year saw expenditure of $2,330,000 for programs, actually exceeding income received from licenses. The revenue from commercial operations enabled the CBC to perform various public services, among them the CBC Overseas Unit, on which $124,000 was expended. Operations for the year showed a net surplus of $230,261. On March 31, 1943, the CBC had 726 employees, and staff problems were acute.

Engineering Report

Reviewing technical problems and French language programs, Dr. Augustine Frigon, CBC assistant general manager, told the Committee that experience gained in designing the Fighting French short-wave station at Brazzaville, Equatorial Africa, was extremely valuable. He reported on the installation of low-powered repeater stations in British Columbia and New Brunswick, and said others would be installed at Williams Lake, Quesnel and Prince George in British Columbia, and at Sioux Lookout, Ont. These are 250 watt transmitters to carry programs from CBC stations to isolated communities where there is poor reception of regular nearby broadcasting stations. He also reported on extension of the CBC network to Prince George, B. C., and Amos, Rouyn and Val d'Or in Quebec. He anticipated extensive changes in transmitters after the war, and adapters developed to apply to present receivers.

French language programs are being expanded with emphasis on the war effort and national unity. Efforts have been made to locate new talent and encouragement given to those showing talent. Dr. Thomson told the Committee the CBC has to shoulder the entire responsibility of serving the French minority outside Quebec, since private station owners on the prairies with whom he had discussed French language programs, had told him they did not want them.

Bigger ALMOST 2½ TIMES BIGGER THAN THE CITY OF NASHVILLE



"WNOXVILLE"

Sales Management's newest figures show the "WNOXVILLE" trading area is "TOPS"

1942 Retail Sales

"WNOXVILLE"	**$251,179,000**
NASHVILLE	$109,000,000
MEMPHIS	$206,000,000
NEW ORLEANS	$215,000,000
DENVER	$226,000,000
DALLAS	$230,000,000
ATLANTA	$250,000,000

(All retail sales figures used herein with permission of SALES MANAGEMENT'S 1943 Survey of Buying Power. Retail sales figures for cities other than "Wnoxville" are *City*, not trade area, estimates.)

CBS
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The
BRANHAM
Co.

WNOX

10,000 WATTS *on* 990 KC.

SCRIPPS HOWARD RADIO Inc.
Affiliated with
THE KNOXVILLE
NEWS-SENTINEL

Merchandising & Promotion

Housewives League—Homemakers Booths
Last Train—Radio Column

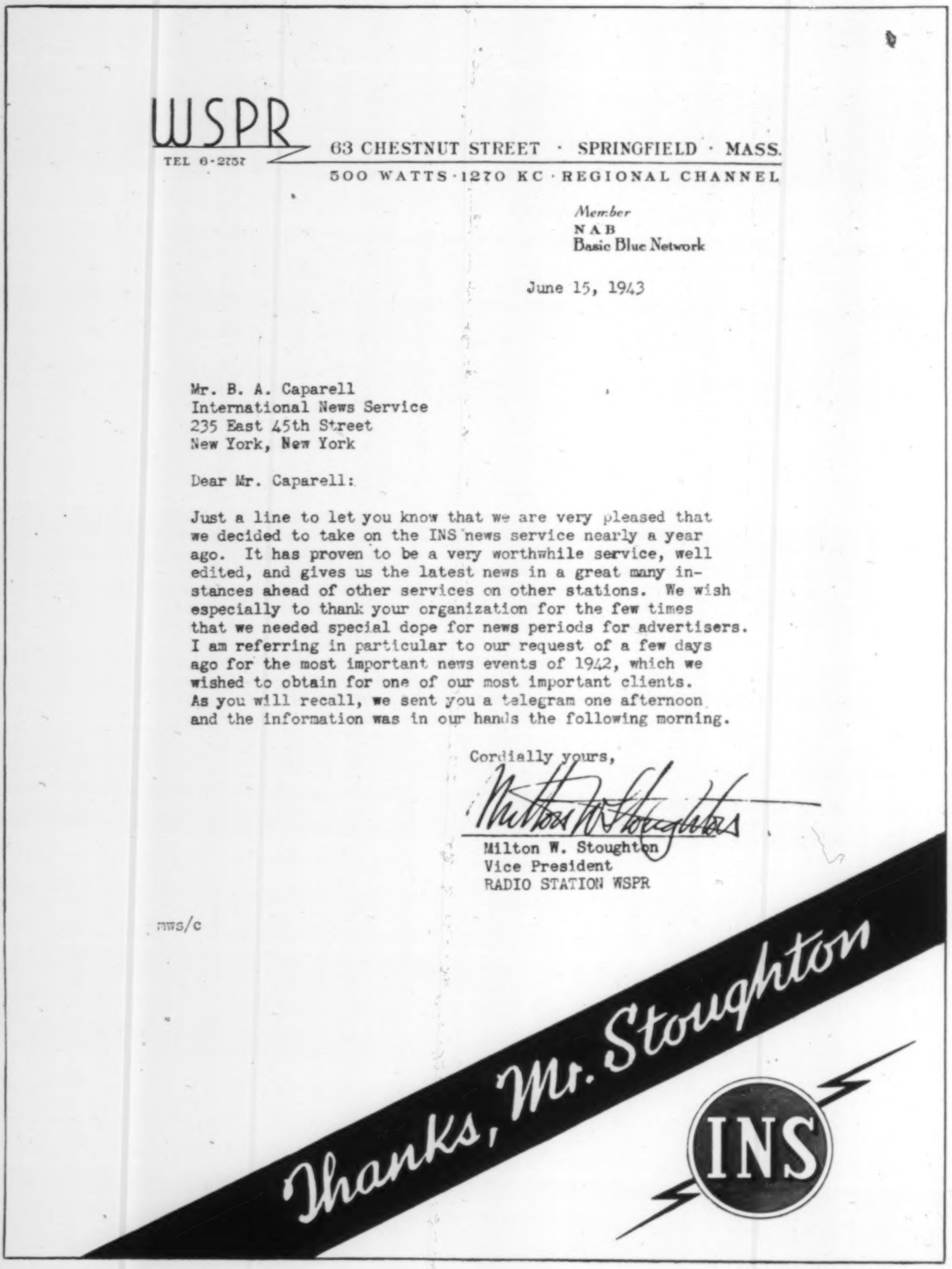
PROMOTION for the New York Philharmonic concert series by Margaret Dotson, promotion manager of WCKY, Cincinnati, includes the following items: bulletins to key officers of the PTA in 229 greater Cincinnati schools; contacts with selected history, English, music and drama professors at the U. of Cincinnati; brochures; cooperation of the Cincinnati Symphony Assoc., "Friends of the Cincinnati Symphony Orchestra", and school boards in the Cincinnati area. A tieup has been made with the Cincinnati public library and also with bookstores for displays featuring Carl Van Doren, series commentator. New York Philharmonic Orchestra pictures are being sent with captions.

Radio Column

WMRN, Marion, O., is using a weekly radio column printed in the *Marion County Review* to promote their advertisers. Announcer Todd Branson writes the weekly feature, which reaches 40,000 readers each issue with material slanted for entertainment as well as information about the station's sponsors. A "sustaining" feature is a report on doings of persons and organizations throughout the County.

Housewives' League

IN A THREE-color 48-page brochure titled "Foresight and Hindsight," WBBM, Chicago, summarizes the first six-months' progress of *Housewives' Protective League*, a six-a-week participating program. The 4x5 booklet comprises testimonials from advertisers who purchased time on the show, and when reversed the mailing-piece offers a thumb-flip movie.



WSPR
TEL 6-2757
63 CHESTNUT STREET · SPRINGFIELD · MASS.
500 WATTS · 1270 KC · REGIONAL CHANNEL

Member
NAB
Basic Blue Network

June 15, 1943

Mr. B. A. Caparell
International News Service
235 East 45th Street
New York, New York

Dear Mr. Caparell:

Just a line to let you know that we are very pleased that we decided to take on the INS news service nearly a year ago. It has proven to be a very worthwhile service, well edited, and gives us the latest news in a great many instances ahead of other services on other stations. We wish especially to thank your organization for the few times that we needed special dope for news periods for advertisers. I am referring in particular to our request of a few days ago for the most important news events of 1942, which we wished to obtain for one of our most important clients. As you will recall, we sent you a telegram one afternoon and the information was in our hands the following morning.

Cordially yours,

Milton W. Stoughton

Milton W. Stoughton
Vice President
RADIO STATION WSPR

mws/c

To Advertisers, Agencies

BELIEVING the "widest possible circulation" should be given the six-paragraph tribute to advertisers and their agencies for their noteworthy contributions to the war effort, which NBC originally ran in trade paper advertisements, the network has released a special brochure entitled "Sincerely Yours". The grey-and-white booklet reproduces the tribute, directed to "leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council."

* * *

Last Train

CBS and 20th Century-Fox have made a tie-up for radio exploitation of the film, "Last Train From Berlin". Harry W. Flannery, Hollywood commentator and former Berlin correspondent, will portray himself in the film and has been signed as technical advisor for its production. CBS, it is understood, will be used exclusively for release of exploitation inasmuch as 20th Century-Fox ultimatum forbidding its contract players to appear on NBC and BLUE network shows remains in force.

* * *

Homemakers' Booths

ADVERTISERS on the *Food Fair* program of WEEI, Boston, are given further promotion by the station through display booths set up in different markets for three days a week. At least 235,000 women visitors have obtained first-hand information at these booths on brands advertised on the program and given advice on wartime food shortages. Peggy Kiley, marketing expert on the program, invites listeners to meet her at the booth and is warmly welcomed.

* * *

New Member

HERALDING its affiliation with the Blue network, WROK, Rockford, Ill., sent 1,600 local business firms "Radio-Grams," and timebuyers throughout the nation received a new market data sheet. Governor Dwight H. Green participated in a special dedicatory broadcast. Advertisements spotlighting Blue shows were placed in Rockford dailies for a week previous to the affiliation, and ads and stories appeared in the Camp Grant *Sentinel* and in BROADCASTING.

* * *

Guessing Game

SIX pure-bred English Suffolk horses, of the breed used in days of yore to haul beer wagons, together with a heavy show wagon were paraded through the streets of Troy, N. Y. under auspices of WTRY to sell War Bonds, with a P. A. system and remote broadcast equipment to attract attention. Bond buyers were allowed to guess weight of the teams and cargo, with five best guessers getting free Bonds.

* * *

For Schools

TO REMIND teachers and students of the broadcast times of *Lands of the Free*, and *Music of the New World*, 1500 two-color posters, calling attention to these programs of NBC's *Inter-American University of the Air*, have been mailed to New York City's elementary and high schools. Series is presented in cooperation with the Board of Superintendents of the city.

PICTURE OF 264 MILLION EARS

Radio has captured American ears and made them one. When the President is "on the air," all America listens. The same voice—the same words—that enter your ears, enter the ears of everyone else.

Every listener hears the same expressions—the same ideas—at the same instant. All of us get the same facts—apply them to our individual needs and aspirations—draw our conclusions—arrive quickly at National opinion.

Americans on prairie farms, in New York apartments, in mining communities, in factory towns—east, west, north, south—laugh together at radio comics; listen together as radio news reporters describe flood in the mid-west, battle on Attu, bombing over Berlin, holocaust in Boston, gossip in Washington, starvation in Greece, victory in Tunisia.

The Broadcasting stations are carrying a vast responsibility. We of RCA share that responsibility—are deeply anxious to do everything in our power to assist broadcasters to maintain the continuity and quality of their service. To the utmost of our ability under war conditions RCA engineers will respond promptly to the call of any broadcasting company or station needing technical assistance, or equipment for maintenance, repair and operating supplies.

FOR VICTORY
BUY
UNITED STATES
WAR
BONDS
AND
STAMPS

RCA

RCA BROADCAST EQUIPMENT

RCA VICTOR DIVISION • RADIO CORPORATION OF AMERICA • CAMDEN, N. J.

from SHANGHA

NOW

CARROLL D. ALCO . .
Japs for years and tw
men . . . who is know ar
as a fighting journa .
written "MY WAR WH .

•

- —"When he opened his mouth Tokio de its f
- —"I consider Alcott America's greatest nterp
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- —"Am advising everybody to listen to wh
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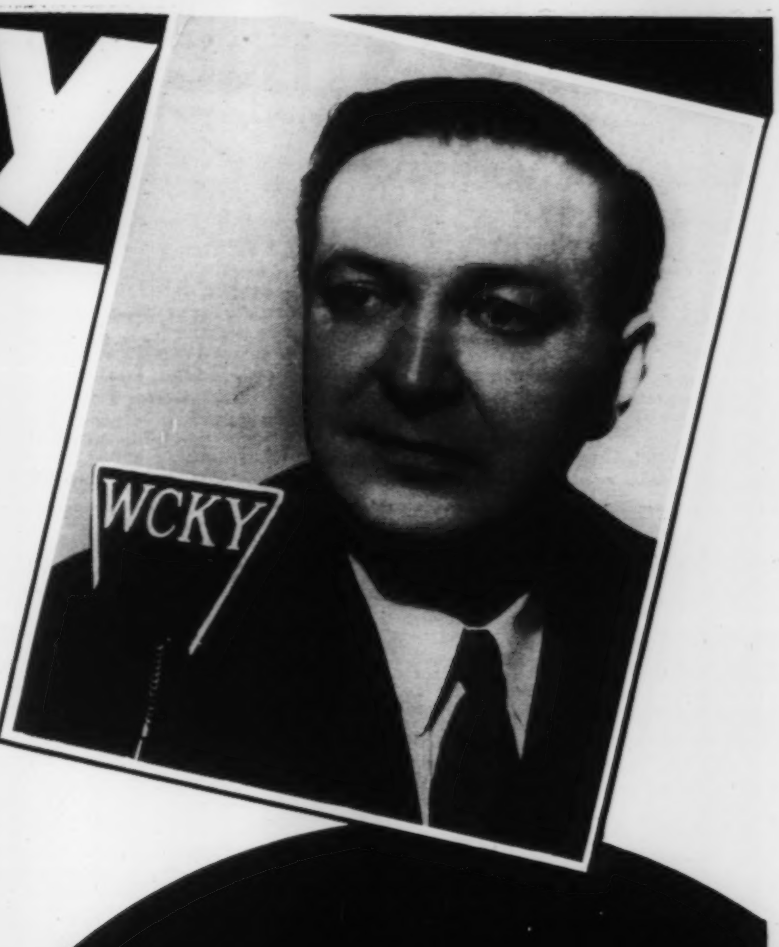
  J. B. Powell, Editor of China Weekly .
- —"Here's to your station and to Alcott. as c
  carried the ball for Americans in Far Ea ears
  America's authority on Chinese Law
- —"In presenting Carroll Alcott, long tim ber c
  to American listeners, you are doing ful s
  Judge U. S. Court for China.
- —and hundreds of other similar com rom

UNITED PRESS . . . ASSOCIATED PR . .

FIFTY GRAND N

XUM

to WCKY



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PR . . . CBS WORLD NEWS

WCKY

THE *L. B. Wilson* STATION

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OWI—With or Without

ELMER DAVIS, like many before him who have ventured into public life because of the war, is ensnarled in a fight with Congress. It's a partisan, political fight. The House majority, a fusion of Republicans and some Democrats, wants to cut off funds for the Domestic Branch of OWI, including its Radio Bureau. The Senate, usually more complacent and objective, probably won't be willing to go that far.

From our radio vantage point, we think it woud be tragic to snuff out the Domestic Branch. Certainly some mistakes have been made. Mr. Davis, as the top man, is held responsible. We think perhaps some of the starry-eyed zealots, holdovers from the OFF regime, have on occasions led Mr. Davis astray. And the former radio news analyst himself has fluffed a few, including his recent Boston speech cracking Washington's newspaper corps. His combined network broadcast series, we thought from the first, was a serious blunder which would open him up to charges of the character now being heard.

Despite all that, the job done is certainly an improvement over that of the OFF, which went out of business a year ago, absorbed by OWI. We doubt whether even the most rabid anti-Davisites will contend that no OWI at all is better than a half-efficient one.

From the radio standpoint, OWI has performed an invaluable service. Before the formation of the Radio Bureau, program clearance was on a hit-and-miss, catch-as-catch-can basis. Stations and networks were plagued with demands for time; pressures were exerted everywhere. The stuff, in most cases, was badly processed, poorly contrived and repetitious.

Under the program channeling and allocations plans devised by the Radio Branch, a smooth-running operation has been effected. The Radio Bureau is clearing programs for 32 Government agencies. Broadcasters have only one Government source with which to deal. Before the plan was evolved stations were carrying an average of 44 Government spots or programs a day; now it runs a dozen for network affiliates and 16 for independents. Repetition has been eliminated. A professional job is being done, inuring to the public good and in the best interests of Government and industry alike.

We don't argue that Elmer Davis accomplished all this. The basic job was done, with his blessing, by such men as Gardner Cowles Jr., W. B. (Bill) Lewis and a host of others who started practically from scratch, and since have left. It is being carried on effectively by Don Stauffer, the present Radio Bureau chief. E. Palmer Hoyt, able publisher of the *Portland Oregonian*, which runs KGW and KEX, is on hand ready to step into Mike Cowles' large-sized shoes, if the Senate rectifies the mistake made by the House.

Should the temper of Congress be such that the Senate concurs in the House action, we think the industry itself should be prepared to carry on. Only chaos would result if the Government were forced to return to the pre-OWI system. The industry, probably through NAB, should be ready to take over the function of program clearance through some responsible Government agency, and foot the bill.

The broadcasting industry wants to see OWI's domestic operations retained on some basis, sans whatever partisan political activities may have been carried on. These certainly haven't had any bearing on the Radio Bureau's operation. We think we express preponderant industry sentiment when we advocate maintenance of the essential portions of that service at industry expense, rather than see it go to pot.

GOODYEAR claims invention of a really effective "static eliminator" which will make its bow after the war. Broadcast engineers are "from Missouri"—they want to be convinced. No less than 1,348 claims of static eliminator inventions have been made in the last score of years, we're told. Aside from FM, which is practically staticless from the atmospheric end, not one has performed effectively. We hope Goodyear has done it.

Radiofacts of Life

IT'S ABOUT time lots of folks in official and political walks learned the facts of life—radiowise.

There's been great tumult since the Supreme Court handed down the network decision May 10 and turned over to the FCC limitless powers which, if their significance were generally understood, would bring the unavoidable conclusion that it just couldn't happen here. Newspapers now seem to recognize the threat to freedom of the press implicit in that remarkable Frankfurter document. Gradually our statesmen and legislators are getting wiser.

The real trouble seems to be that our rank and file Congressmen, embroiled in more concrete matters and worried about fence-mending back home in the political year coming up, know radio only in the most superficial way and regard the "freedom" talk as the bomb-shelter to which all folks identified with molding of public opinion take refuge whenever a Governmental bombardment takes place.

Thus the average politician or candidate for office regards radio as one damn good campaigning medium, worth its weight in a thousand soap-boxes. Microphone technique has eliminated the need for windsor ties, Prince Albert coats and William Jennings Bryan hair-trims. A microphone, a couple of campaign issues and an oily voice, fitting the jargon of his constituents, is about all he needs.

But does the political candidate realize that the Frankfurter opinion not only stifles freedom of the air but also destroys "freedom of politics?" FCC disclaimers notwithstanding, that opinion gives the Commission the right to determine "the composition of the traffic" on the air, which means the type of programs which may be broadcast.

The fact that the power hasn't yet been exercised isn't the question. *It can be.* What chance would a non New-Dealer have in getting time over a network if this power to determine program content were exercised in the extreme? Of course, the FCC network rules themselves, barring exclusive time options, will have a most depressing effect on such speeches anyway, since the networks will be in no position to guarantee sustaining time for any kind of program.

The FCC, or whatever future licensing authority we may have, might well decide, for instance, that the "public interest" isn't served by political speeches unless directed to a given issue. Certainly that sounds ludricious. Prohibition did too, once. The FCC could hold that the public doesn't care for political speeches. The cold fact is that the public doesn't. Comedy, news, music and the entertainment features have the ratings. But even that small percentage who don't exercise their "push-button freedom" or who listen because they like it constitute enough to make radio the most potent political campaigning medium extant.

There's a large-sized educational job to be done by the industry. Senator Wheeler's Interstate Commerce Committee gets under way in September, as things stand now, to write some new law and, we hope, repeal the Supreme Court's fantastic definition of what "public interest," means. The House Select Committee to investigate the FCC gets under way any day, with fireworks promised.

The NAB's newly-formed Legislative Committee resolved to do this job when it met last month. It was given broad authority to retain counsel for this basic job, in the best interest of the national welfare. Congress may quit soon for the summer, we hear. Whether it does or does not, time shouldn't be wasted. If Congress recesses, then the broadcasters should be prepared to tell the story to their legislators at home, with the material supplied from the Washington front. If Congress doesn't quit, then the whole job must be done in Washington. Every day counts. Remember, the opposition which surrounds the FCC majority isn't loafing.

We Pay Our Respects To —

JAMES ANDREWS

JAMES ANDREWS, dynamic director of radio for Lennen & Mitchell, is not much of a hand at sitting back waiting for things to happen. He prefers to go out and make them happen, a philosophy he has practiced consistently since the day he fooled his parents and the family doctor by getting himself born ahead of schedule in New York City instead of waiting to arrive in the family home in Petersburg, Va., as had been planned. For the record, the date was Sept. 9, 1898.

Some years later, when his graduation from the University of Michigan was closely followed by the entry of the United States into the first world war, Andrews did not wait to be called but volunteered within 48 hours of the declaration of war, spending the next two and a half years overseas. At first he was assigned to the French and Belgian armies as part of a crew of shock mechanics whose duties were to keep in motion the trucks that carried munitions and supplies from railheads to the front lines.

Transferred to combat duty with the 37th Division, Andrews took part in five major engagements, was wounded twice, and returned home with seven stars on his service ribbon. By-passing New York, which was aready filled with unemployed war veterans, he headed for Detroit, where he entered the advertising business with Campbell-Ewald Co. After a term as advertising manager of Federal Motor Truck Co., he joined Brooke, Smith & French, and except for a couple of years as a staff writer for *Liberty Magazine*, he has remained in the agency field ever since.

Andrews' first contact with radio was as a performer on the *Red Apple Club* program on WJR, Detroit. This was in 1924, when in addition to his agency duties he gave vent to his Thespian ambitions as a member of a stock company whose roster also included Katharine Cornell, Ann Harding, Frank Morgan, Guthrie McClintock and others who have become top-ranking stars. Radio was new and interesting and despite the fact that they were paid off in publicity and fan mail they were always willing to appear before the carbon microphones. Andrews was especiallly welcome at the studios as he could fill in as a piano player as well as act, having played his way through college as pianist and leader of a dance orchestra.

When advertising discovered in radio a great new mass medium, Andrews' vocation and avocation dovetailed to perfection and he soon found himself producing a program starring Rudolph Friml for the Florists Telegraph Delivery Assn. Since then the programs Andrews has handled read like a radio honor roll. Since 1940 he has guided *Big Sister, Vox Pop, Ellery Queen, Parker Family, Thin Man,* and *Musical Americana* with an 102-piece orshestra, largest ever to appear regularly on a commercial series. Andrews says it's lucky that the sponsor (Westinghouse) was in the electrical manufacturing industry, as the program required a special control panel with seven separate faders.

For Purity Bakeries he directed a juvenile serial show which, through an offer of mystic symbol cards in exchange for seven bread wrappers, pulled 700,000 letters (accounting for 4,900,000 loaves of bread) in three weeks.

Currently under Andrews' aegis are Walter Winchell's *Jergens Journal, The Chamber Music Society of Lower Basin Street* and *Mr. & Mrs. North*, a combination guaranteed to keep any radio director from getting into a rut. The recent "censorship" disputes of Walter Winchell with his sponsor and network must have caused Andrews to recall a sentence from a *Saturday Evening Post* series on radio he wrote a few years back: "My experience leads me to believe that the diplomatic representatives of this country might well be chosen from the ranks of advertising agency radio directors."

Personal NOTES

WALTER M. DEAR, publisher of the *Jersey Journal*, and former president of the ANPA, was named chairman of the recently organized ANPA committee to stimulate production of pulp woods for use in the manufacture of munitions and newsprint.

WILLIAM C. ALCORD, general manager of WBNX, New York, has left for Sturgis, Mich., where he spends his summer vacation. Commercial manager William I. Moore is handling Mr. Alcorn's duties.

PAUL KESTEN, CBS vice-president and general manager, left last week on a three-week vacation.

EMMET H. McMURRY Jr., resigned program director of WHBQ, Memphis, has been appointed general manager of WJPR, Greenville, Miss.

YALE LASKER, son of George Lasker, general manager of WORL-WCOP, Boston, is to graduate shortly from the Army pre-flight school at Maxwell Field, Ala.

CECIL CARMICHAEL has resigned from NBC's sales promotion division to enter the armed forces. Before joining NBC in 1942 to handle exploitation on WEAF, New York, Mr. Carmichael was with WLW and WERC, Cincinnati.

HARMON L. STEVENS, owner and manager of WHLS, Port Huron, Mich., is father of a girl born June 16.

NAN HOWARD this year celebrates her 15th year of selling for WEEI, Boston. She started her selling career as a candy saleswoman in Chicago when her son, now a second lieutenant in the Signal Corps, was a baby.

THOMAS D. CONNOLLY, CBS director of program promotion, discussed "Radio in the War Year, 1943" at a banquet held jointly by WISN, Milwaukee CBS affiliate, and the Milwaukee County Pharmacists' Assn. June 23.

SIDNEY P. DORAIS, auditor of BLUE Hollywood, has been inducted into the Army. His duties have been taken over by Kenneth Stedman, former assistant auditor of the network's Chicago offices.

ARTHUR SIMON, general manager of WPEN, Philadelphia, returned to his desk June 21, after an operation.

BRUCE BARRINGTON, former news editor and director of special events of KXOK, St. Louis, has returned to St. Louis on leave from New York, where he is a major in the Coast Artillery.

MANNY MARTINES, salesman of WTAG, Worcester, has resigned to join National Transitads as New England representative.

JACK HARRINGTON of Indianapolis is a new member of the sales staff of WCLE, Cleveland.

M. D. (Doc) MORRIS, hotel and restaurant manager of the *New York Sun*, joins WAAT, Newark, July 6 as account executive.

Winn Wright Slugged

WINN WRIGHT, eastern manager of NBC, is recovering in a New York hospital from results of a mugging June 15 at the hands of three sailors. Mr. Wright was preparing to spend the night at a Lexington avenue hotel, having missed a late train for Connecticut, when the attack occurred. One of the assailants used brass knuckles. Mr. Wright suffered a head injury.

WILLIAM B. LEWIS, former CBS vice-president, who recently left the assistant directorship of OWI, is the father of a girl.

WALTER A. COOGAN has been appointed director of the new International Division of Sylvania Electric Products Inc., New York.

BEV. WALLACE, commercial department of CKWX, Vancouver, has joined the Women's Royal Canadian Naval Service (WREN).

PHIL LALONDE, managing director of CKAC, Montreal, marked his tenth year in that post recently and was tendered a testimonial party by the CKAC staff. Over 400 attended.

JOHN BLAIR, national representative of WWVA, Wheeling, shot an 81 on his first round at the local country club golf course.

E. J. McMURRAY Jr., program manager and chief announcer of WHBQ, Memphis, has resigned to become manager of WJPR, Greenville, Miss. He replaces E. R. Ferguson, who leaves for the Navy in July.

HARRY Le BRUN,, chief announcer of WHEC, Rochester, has joined WNOX, Knoxville, Tenn., as commercial manager. Ken French takes his place. Ross Woodbridge, announcer, is leaving to attend the Red Cross Field Directors' training school in Washington, D. C. New announcers are Robert E. McIntyre, former director of public information of the Rochester chapter of the Red Cross, and Willard De Marse, who has been doing the *Uncle Dan* show on WHAM, Rochester.

BEHIND the MIKE

MRS. BILL DAVIDSON, wife of Bill Davidson, former special events director of KECA-KFI, Los Angeles, and now with Army Engineer Corps, has joined the stations in a clerical capacity.

BETSY O'CROTTY, publicity department of KNX, Hollywood, has been transferred to production as aide to Bob Hafter.

LUTHER MASON, formerly of WCAL, Northfield, Minn., has joined the announcing staff of KDAL, Duluth.

WILLIAM J. RAFFERTY, purchasing agent of WCAU, Philadelphia, and Nora Jennings were to be married on June 26, three days after his final Army physical examination.

ALVIN JOSEPHY Jr., who has reported for duty in the Marines, was for five years assistant to Dave Driscoll, Director of War Services and News at WOR, New York, before joining the OWI, rather than director of news and special events at WOR, as reported last week in BROADCASTING. The department at that time was known as the special features and news division.

"Plug" Kendrick says:

RESULTS
BRING
RENEWALS

Loew's Theatre
started
WINNvertising in
December 1940.
They're still with us!

SPOT SALES, INC.
National Representatives

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

JERRY LAWRENCE, who conducted *Moonlight Saving Time*, and other recorded music programs on WOR, New York, will join WMCA, New York, to conduct an hour-long program of classical and semiclassical music, tentatively scheduled to start July 22. Steve Ellis, record m.c. of WPAT, Paterson, N. J., last week took over WOR's *Moonlight* show, handled by Ed Fitzgerald since Mr. Lawrence left WOR a month ago. Mr. Ellis continues with WPAT.

HERB CHASON, promotion director of WHN, New York, married Phoebe Weinstein June 20, in Harrison, N. Y.

BUD HEYDON, announcer of CKLW, Windsor-Detroit, has joined the Canadian Army.

CLIFF HOPKINS, announcer of CKLW, Windsor-Detroit, is recovering from an appendectomy.

ANNOUNCERS selected by Gillette Safety Razor Co., Boston, to handle the broadcast July 13 on Mutual of the all-star baseball game are Red Barber and Mel Allen to handle the play-by-pay description and color, while Bill Corum will give highlights and a summary of the game at its conclusion. Agency is Maxon Inc.

ARCHIE McCORKINDALE, novelist and playwright, has joined the production staff of CBR, Vancouver.

PFC. CARTER REYNOLDS, announcer with WMT, Cedar Rapids, Ia., before joining the Army, is stationed with the 74th Airdrome Squadron, Bushnell Air Base, Bushnell, Florida.

BOB TYROL, announcer of WTIC, Hartford, who enlisted in the Coast Guard several months ago, is back on the air as a member of the U. S. Coast Guard Academy, originating point for NBC's *U. S. Coast Guard Parade*. Mr. Tyrol formerly announced the program.

DON McNEILL's 10th year as m.c. of the BLUE's *Breakfast Club* was celebrated June 26 with a special broadcast birthday party.

FRANK ERNEST HILL, writer and narrator of the CBS *School of the Air* programs, last week started a series of four talks on American current events for English school children. Titled *School News Commentary*, the programs are shortwaved to England by the BBC.

MAURICE HART, m.c. of recorded music programs on WNEW, New York, has signed a three-year contract with that station. Martin Block is the only other record m.c. to hold a contract on WNEW. After two years as announcer on that station, Roger Forster leaves June 30 to freelance before his induction into the Army early in August.

ALBERT MORGAN last week left WABC, New York, where he served as writer and producer, to join the Army. CBS Coordinator of Emergency Protection, Richard Rawls, also entered the Armed Forces last week, assigned to the Signal Corps.

IRVING VENDIG, freelance writer of Sarasota, Fla., is the new writer of NBC *Helpmate*, daytime serial sponsored by Cudahy Packing Co., Chicago. Mr. Vendig also writes *Judy & Jane*, transcribed daytime serial sponsored by Folger Coffee Co., Kansas City. Both accounts are handled by Grant Adv., Chicago.

ENID HAGER, former radio promotion director for the Philadelphia *Record*, morning newspaper, has joined the staff of WPEN, Philadelphia, as director of publicity and promotion. She succeeds Gil Babbitt, who took an extended leave because of illness.

FRANCIS PETTAY is back with WHK, Cleveland, after five months on the West Coast. He will resume as m.c. on *Mutual Goes Calling*, broadcast daily at 2:30 p.m. Carl Mark, who took over the program in Pettay's absence, has left for the coast.

Appreciation

PERFECT fan is Mrs. Fred Hadley, of Sioux City, who is the model for all listeners in Utopia—when it arrives. She not only enjoys radio programs but, as discovered the other day by WOW, Omaha, she does something about it. Every day for the last 3½ years, Mrs. Hadley has written and mailed an "appreciation card" to some newspaper, friend, or radio station. In explanation, Mrs. Hadley states her faith that the word of praise helps make the world a better place to live.

BILL FORMAN, program manager of KMPC, Beverly Hills, Cal., has resigned to freelance.

HARRISON WOOD, writer-commentator of KMPC, Beverly Hills, Cal., is recuperating from an operation.

TED HUSTON, announcer of WIBG, Philadelphia, is the father of a boy.

JOSEPH NOVETSKY and Elaine Livingstone, new to radio have joined the newsroom of WCAU, Philadelphia.

TONY WHEELER, announcer of WFIL, Philadelphia, is a patient in Graduate Hospital.

BILL DUNN, CBS correspondent, has returned from America to his post in Sydney, Australia.

HAL WAGNER, assistant program director of MBS, is the father of a girl.

GEORGE REID, former eastern manager of National Radio Checking Service, has recently been released from the Army, being over age.

FRANK DUNN, announcer on Mutual's *The Better Half* series, sponsored by Consolidated Razor Blade Co., has been signed as Paramount newsreel commentator.

BILL O'DAY, from WBLK, Clarksburg, W. Va., has joined the announcing staff of WTOL, Toledo.

FRAN FILLMORE has joined WHIO, Dayton, after four years of college radio at Iowa U. and two years at WSUI, Iowa City.

IRWIN BAKER, member of the guest relations staff of KOA, Denver, left last week to enter the Army.

JACK HITCHCOCK, from KFAB, Lincoln, has joined the announcing staff of KOA, Denver.

GEORGE HOGAN, announcer of WOR, New York, is leaving to join the Navy. His assignment as "George" on the Martha Dean program will be taken over by Joe Ripley.

EVERETT L. BALL, formerly of WOV, New York, and now in the OWI's Overseas Shortwave Division, has joined the announcing staff of WQXR, New York.

ALICE McCOLLISTER, food authority and dietician who formerly ran a farm and a New York restaurant, has started a five-weekly program on food on WINS, New York.

LUIS ALCIVAR, Spanish announcer on the Latin-American staff of CBS, is the father of a boy.

SGT. BILL MacCRYSTALL, former announcer of KHJ, Los Angeles, is now handling production and announcing for Army Air Forces programs from Merced Army Air Field in Merced, Cal.

MARVIN GRAHAM, announcer, has left KGO, San Francisco, moving to Los Angeles.

Lt. Hurlbut Advising Fox On Film on Guadalcanal

LT. JAMES V. HURLBUT, former news editor and publicity director of WTOP, Washington, and a veteran of the Battle of Guadalcanal, is serving, through cooperation of the Marine Corps, as technical advisor on 20th Century-Fox film, "Gaudalcanal Diary", now in production. Carroll Nye, Hollywood publicity director of Young & Rubicam, has a major role in the documentary film, "Soldiers of the Soil", produced by Pine-Thomas Productions for E. I. Du Pont de Nemours & Co.

Jack Carson, star of the weekly CBS *New Jack Carson Show*, sponsored by Campbell Soup Co., will be featured in the Warner Bros. picture, "The Widow Wouldn't Weep". Victor Borge, pianist, sponsored on BLUE stations by Metro-Goldwyn-Mayer, joins the Army upon completion of his role in "Meet the People" being produced by that film studio. Colleen Townsend, 15-year old actress, featured in W6XACO, Don Lee television station productions, has been signed to a Paramount term contract. Studio will utilize her talent in the Aldrich Family film series.

GRACE HICKOK, former reporter of the *Chicago Journal of Commerce*, has joined the publicity department of WGN, Chicago.

ANDRE BRUMMER, announcer and conductor, has joined WLIB, Brooklyn. He has conducted a series of recorded programs for the BBC.

WILLIAM FENDER, former night manager and chief announcer of WHOM, Jersey City, has joined WNEW, New York.

Hon. Tom Lynch
William Esty & Co.
New York City

Dear Tom:

As if I didn't have enough to do tending to my janitor's duties they have now come up with the brainstorm that I should handle the correspondence. And what burns me is that I don't get any more dough for it! Anyway there's not much to write. They got the big synthetic rubber plant underway here recently and all the big guys from Wash. were down for the ceremonies. The plant is the world's largest and will produce 20% of the nation's synthetic rubber supply. Most encouraging note was voiced by Jesse Jones and echoed by Bill Jeffers (or vice versa)—both said the plant was not just a wartime industry but would survive and go on to even greater heights after the war.

Hoping you are the same, I am
Algy.

WCHS
Charleston, W. VA.

Does WENR produce results?

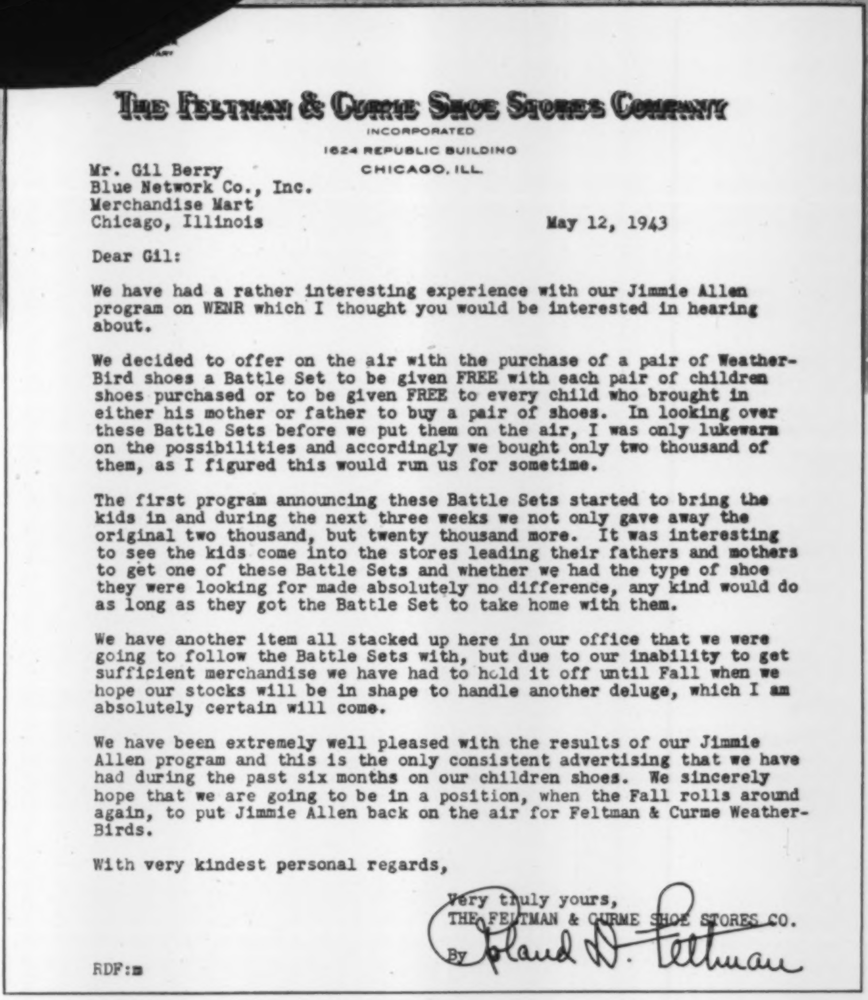
Let an advertiser tell you . . .

Feltman & Curme, Chicago shoe chain, recently made an offer on their Jimmie Allen program over WENR . . . a children's "Battle Set" free with the purchase of a pair of Weather Bird shoes. Not more than 2,000 returns were expected.

Now let Mr. R. D. Feltman tell you what happened. "The first program announcing these Battle Sets started to bring the kids in and during the next three weeks we not only gave away the original two thousand, but twenty thousand more!"

Because of these amazing results, a second offer has been postponed until fall with the hope that stocks will be in shape to handle another deluge of orders!

Many other advertisers have had similar experiences with WENR. Ask a Blue Spot Sales representative to tell you about them.



The Feltman & Curme Shoe Stores Company
INCORPORATED
1624 REPUBLIC BUILDING
CHICAGO, ILL.

Mr. Gil Berry
Blue Network Co., Inc.
Merchandise Mart
Chicago, Illinois

May 12, 1943

Dear Gil:

We have had a rather interesting experience with our Jimmie Allen program on WENR which I thought you would be interested in hearing about.

We decided to offer on the air with the purchase of a pair of Weather-Bird shoes a Battle Set to be given FREE with each pair of children shoes purchased or to be given FREE to every child who brought in either his mother or father to buy a pair of shoes. In looking over these Battle Sets before we put them on the air, I was only lukewarm on the possibilities and accordingly we bought only two thousand of them, as I figured this would run us for sometime.

The first program announcing these Battle Sets started to bring the kids in and during the next three weeks we not only gave away the original two thousand, but twenty thousand more. It was interesting to see the kids come into the stores leading their fathers and mothers to get one of these Battle Sets and whether we had the type of shoe they were looking for made absolutely no difference, any kind would do as long as they got the Battle Set to take home with them.

We have another item all stacked up here in our office that we were going to follow the Battle Sets with, but due to our inability to get sufficient merchandise we have had to hold it off until Fall when we hope our stocks will be in shape to handle another deluge, which I am absolutely certain will come.

We have been extremely well pleased with the results of our Jimmie Allen program and this is the only consistent advertising that we have had during the past six months on our children shoes. We sincerely hope that we are going to be in a position, when the Fall rolls around again, to put Jimmie Allen back on the air for Feltman & Curme Weather-Birds.

With very kindest personal regards,

Very truly yours,
THE FELTMAN & CURME SHOE STORES CO.
By Roland D. Feltman

RDF:m

WENR

50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES

Owned and Operated by the Blue Network Company

Represented Nationally by Blue Spot Sales

New York Chicago Hollywood Detroit

CHARLES NUZUM, 17, just graduated from high school, is learning announcing at WWVA, Wheeling, and will soon be heard on a regular schedule.

WILLA HENDRICKS, formerly of *Time* and *Life* magazines, has joined BLUE Hollywood as assistant to Dorothy Brown, continuity editor.

JOHN P. THORBERSON, formerly of WAAF, Chicago, has joined WCCO, Minneapolis, as announcer.

EDWARD R. PEARSON, announcer of WPRO, Providence, R. I., has been named production director.

N. L. ROYSTER, announcer and handler of special events for six years at WMMN, Fairmont, W. Va., has been appointed program director of WRRF, Washington, N. C.

RUSSELL B. WISE has returned to radio as studio manager of WHK-WCLE, Cleveland, taking over the duties of Carl Mark, resigned.

STAN SHAW, record m.c. of WINS, New York, on June 26 married Jean Dodson.

PHILIP L. MacDONALD has joined WEEI, Boston, after announcing for KIRO and KOMO, Seattle.

P. S.

THAT WHITE powder that Dave Brubb, writer-announcer of WBLK, Clarksburg, W. Va., put on his tomato plants killed the insect pests, Dave says, and didn't hurt the plants a bit.. He was surprised though, to learn that it wasn't insecticide—it was cement. Agriculture authorities refused to comment.

FRED JOHNSTONE, announcer of KGO, San Francisco, is in the Army.

ROBERT LOUIS SHAYON, CBS director, left New York last week for the West Coast where he is handling William Spier's shows. The latter is recovering from an illness. Mr. Shayon is expected to remain on the coast for the next three weeks.

HARRY SAZ, head of sound department, NBC Hollywood, has been shifted to the network's production staff. Ed Ludes, his assistant, has taken over Saz's former post.

WILLIAM SPIER, CBS producer, currently in Hollywood to audition new programs, has been ordered by physicians to take a six-week rest.

ELEANOR PARMER, war program manager of WTAG, Worcester, is to leave June 26, her duties to be taken by David H. Harris, program-production manager. Herb Edman, announcer, has returned after a long illness.

ABE BURROWS, gag writer for *Duffy's Tavern* on the BLUE, has been named assistant producer of the show by Ed Gardner, program star. Mr. Gardner will leave for Hollywood following the June 29 broadcast, to make a movie based on the show. Film will be produced on the M-G-M lot and released through United Artists. Bristol-Myers, sponsor, is taking the radio show off for the summer.

LT. DORWIN R. BAIRD, assistant radio liaison officer in the public relations section of the Canadian Army, and formerly of CJOR, Vancouver, recently married Verna MacKenzie at Vancouver.

BILL ELLIOTT, newly returned to civilian life, is to return to WICC, Bridgeport, Conn., as announcer for the summer.

SPIKED SPORTS

Latest Axis Propaganda Trick, Says Feldman

INTENSIFIED use of broadcasting in the war finds American and British radio and military officials working in harmony, according to Arthur Feldman, former NBC supervisor of special events now serving with the British Broadcasting Corp. in a liaison capacity.

Mr. Feldman

In the United States for a brief leave, Mr. Feldman told how BBC and American military officials are cooperating. His liaison position brings him between the two groups. He has been in England since last October.

Extensive use of transcription technique by BBC has interested Mr. Feldman, as it has other Americans who have observed British broadcasting at close range. BBC has developed dubbing to a fine art and offsets occasional lack of landline facilities by liberal use of portable disc equipment.

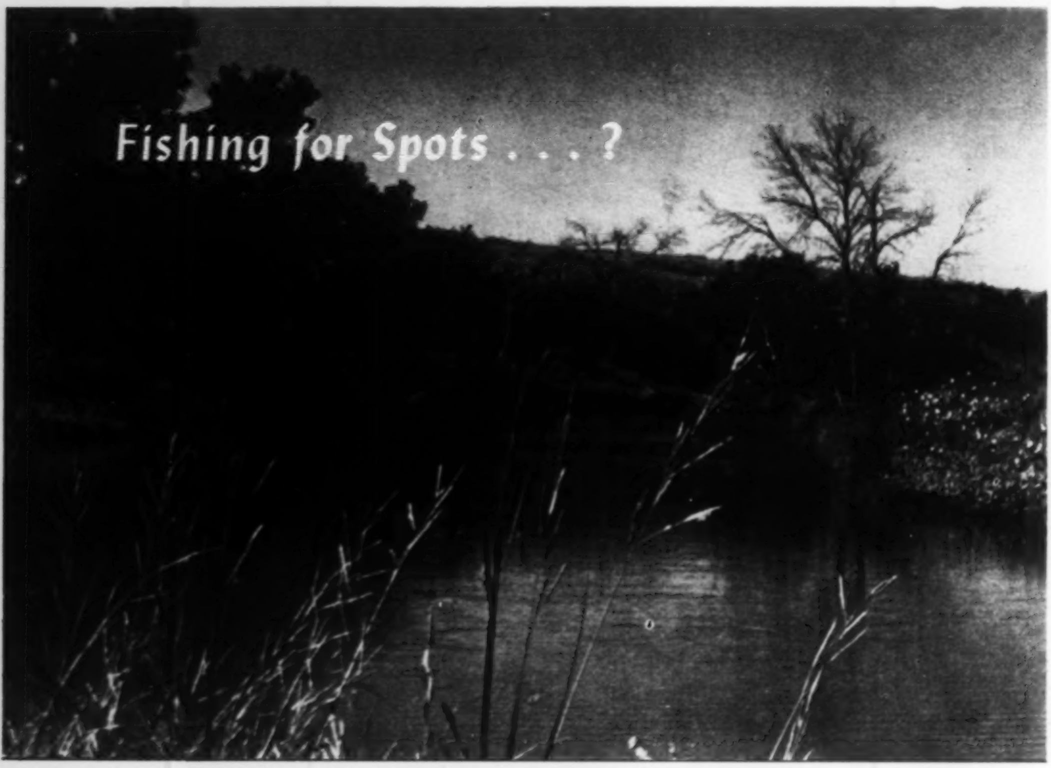
Among new propaganda stunts of the Axis powers, he says, is a program of news and sports from "Radio Metropole". This station has been traced to Belgrade, Jugoslovia. The program offers American sports and news material in English, spiked with occasional "sneakers" in which subtle propaganda messages are inserted.

Ham Actors Star

TWO ham actors are the principal characters in a weekly half-hour serial starting on NBC July 10, titled *Perpetual Emotion*. Comedy places the two in a corn belt locale, where they attempt to make their profession pay in spite of discouragement from natives who are more interested in their own "ham" and "corn" products.

SPORTS BROADCASTERS Assn. met the Manhasset L. I. Stars last Sunday at Manhasset L. I., N. Y. for a game of softball for the benefit of the War Bond drive. Participating were Ted Husing, Stan Lomax, Don Dunphy, Sam Taub, Mel Allen, Bob Harlowe, Marty Glickman, Bert Lee and Jimmy Dolan, and Tom Slater.

NBC RADIO-RECORDING Division has just recorded a series of 26 half-hour mystery dramas, *The Weird Circle*, based on classic thrillers.



. . . or Spotting the Fish?

Fishing for spots may be alright for sons of Izaak Walton . . . but when it comes to radio, it pays to spot the spots. Just as the old-time fisherman knows what holes are dependable . . . holes that net him results—so does the alert advertiser know the dependable, result-getting radio spots.

Experienced advertisers keep right on using KFYR . . . year in, and year out. They *know* KFYR gets results.

A word to the wise . . . they say . . . is sufficient.

Ask any John Blair man.

KFYR Bismarck
550 Kilocycles · N. Dak. · 5000 Watts

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

Phillies 'Benched' By Stations When Ball Club Buys Time on Single Outlet

THE PHILLIES, National League club in Philadelphia, by purchasing their own program on KYW, Philadelphia, have brought on an unofficial boycott by most other stations in the area. While the attitude of the stations is viewed as short-sighted by Wally Orr, account executive of N. W. Ayer & Son, Agency, the feeling of the station executives is that since they devoted so much free time and gave so much publicity to the Phillies in the past, the club should have bought time on all the stations.

Commenting on the time purchase, one station executive said, "We cannot tell a sponsor how much money he should spend on our station, but in view of the fact that we have all been extremely generous to the Phillies, we feel that they should have shown their appreciation since they were buying radio by purchasing some time on every station—even if it was only a token purchase of a single spot announcement."

Coverage Cut

Although the so-called boycott is entirely unofficial, and station participation of varying degree, the general idea seems to be that mention of the Phillies is being limited to giving the day's score as a regular news item. Sport commentators are reported to have been advised not to arrange interviews with players, nor to editorialize on the showing the team is making.

WIBG, which carries the play-by-play broadcasts for Atlantic Refining Co., is not a party to the unofficial boycott, nor are some of the smaller stations greatly concerned over the fact that the Phillies did not buy time.

The program on KYW, a ten-minute news period at 7 a. m., was originally placed by Seberhagen Inc., agency handling the account until now. Mr. Orr, Ayer account executive, said that the program was sold to the Phillies by the station, and that the ball club did not go out to buy radio on its own, adding that any other interested station would have found the door open.

Moreover, he said, the KYW program is only an experiment, since no local major club has ever used radio before in its own behalf. The Phillies are reported to be considering the adding of two or even three stations to the present schedule. However, he cautioned, if local radio is going to antagonize the ball club, it may kill any chance that the Phillies, or other baseball clubs, will use the medium in the future.

"Here is an industry that has never used radio before," said Mr. Orr. "The major league teams represent a new kind of advertiser. Now that one baseball team has shown an initial interest, instead of currying favor with the prospective sponsor, radio is putting a mad on because the sponsor is trying out the new medium on one station instead of experimenting on every station."

Mr. Orr recalled the short-sightedness of stations in another large city, which decided to boycott the department stores because they were trying radio on one or two stations and not on all. "As in this instance," he added, "radio, in taking such an attitude, was only biting off its nose to spite its face."

Mr. Orr said further that despite the fact the Phillies showed interest by buying the initial experimental program on KYW, only one other station in the city has approached him or the agency about buying additional time on their station. "If it were a national advertiser, the stations wouldn't let a minute go by in contacting the agency," he added.

Dave Driscoll to Make Discs of Coming Invasion

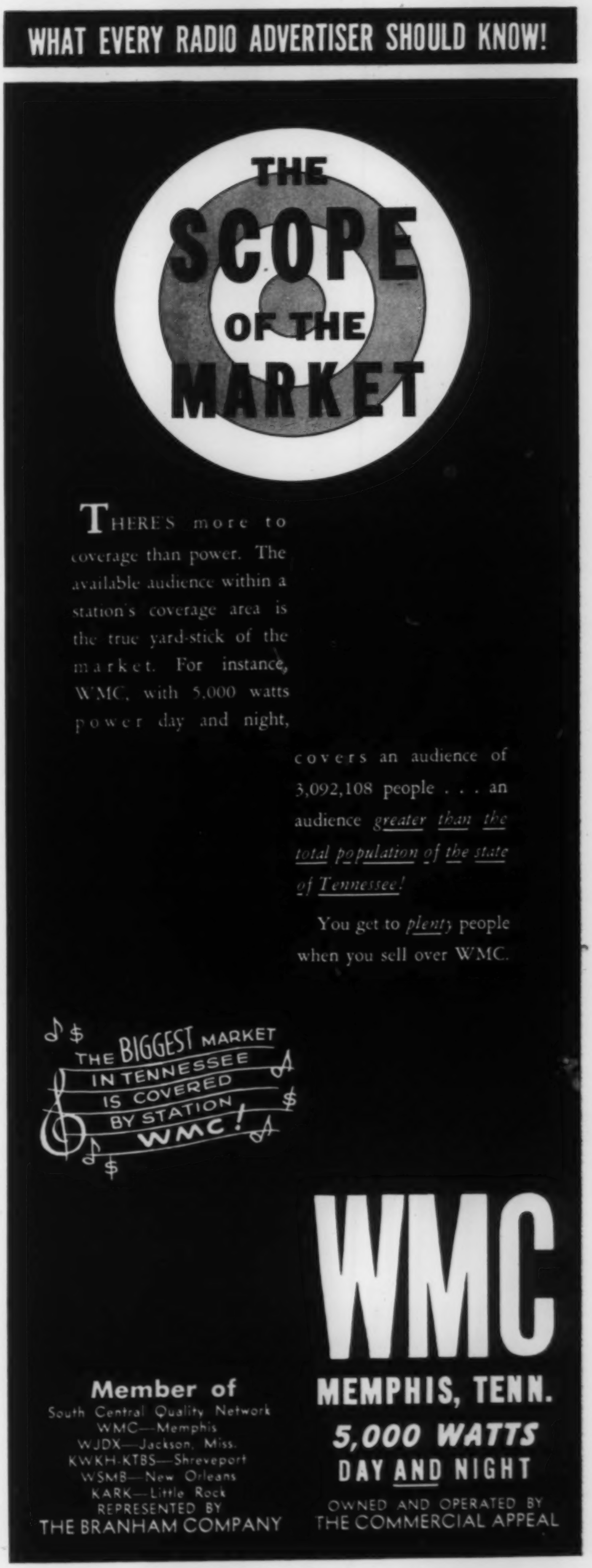
DAVE DRISCOLL, director of war services and news division of WOR, New York, will leave for North Africa within three or four weeks to carry out his previously reported assignment to record the activities of overseas forces. Using a 35-pound recording machine with which he has pioneered in documentary broadcasting, Mr. Driscoll will make on-the-scene recordings of the coming Allied invasion. His equipment can be operated by batteries in airplane, tank or jeep.

Discs will be flown back to this country for broadcast in a series of special programs on WOR, New York. Recorded spot news may be broadcast from the nearest available Allied transmitters. Length of Mr. Driscoll's stay will hinge on developments overseas.

American Home Expands

EXPANSION in the field of biological products by the American Home Products Corp., manufacturer of drugs, foods and household products, has been announced by Alvin G. Brush, chairman. A new affiliation of Reichel Laboratories Inc., American Home Products subsidiary, with E. E. Bartos Inc., Locust Valley, N. Y., is the third expansion made by American Home Products this year as part of a long-range diversification program, Ayerst, McKenna & Harrison Ltd., Canadian producer of biological and pharmaceutical products, and its American affiliate joined the corporation March 1, and last month the corporation acquired the G. Washington Coffee Refining Co., pioneer in instant coffee production.

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has donated a record library to the Naval Operating Base at Dutch Harbor, Alaska. Discs are used for broadcasts as well as for regular Sunday evening concerts for personnel at the base.



WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

THERE'S more to coverage than power. The available audience within a station's coverage area is the true yard-stick of the market. For instance, WMC, with 5,000 watts power day and night, covers an audience of 3,092,108 people . . . an audience *greater than the total population of the state of Tennessee!*

You get to *plenty* people when you sell over WMC.

WMC

MEMPHIS, TENN.

5,000 WATTS

DAY AND NIGHT

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

Member of
South Central Quality Network
WMC—Memphis
WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock
REPRESENTED BY
THE BRANHAM COMPANY

Coordinated Plan Of War Programs

WRVA Clinic Covers Issues Of Wartime Operation

COORDINATED plan for the extensive program of wartime broadcasts by WRVA, Richmond, Va., was the objective of a War Radio Clinic which the station held at its Hotel Richmond studios.

Irving G. Abeloff, program service manager, was chairman and speakers included Maj. Frank E. Pellegrin, radio branch of the War Dept. Bureau of Public Relations; Lt. Com. M. S. A. Reichner, radio section of the Navy Dept. Bureau of Public Relations; Charter Heslip, radio news editor, Office of Censorship, Washington, and B. Walter Huffington, Regional Radio Officer of the OWI (Va., N. C., S. C.).

Among guests were Lt. Com. Langhorne Gibson, Chief of the Office of Naval Intelligence. Richmond; Lt. Com. Chas. L. Kessler, recruiting and induction officer for Virginia; Major Edward J. Carruthers, Chief of Military Intelligence Office, Richmond, and commissioned and non-commissioned officers in charge of radio arrangements at military and naval posts, as well as station personnel of WRVA.

Three stated purposes of the clinic were:

(1) To bring into a more closely controlled plan the broadcasts originated by WRVA at military posts in Virginia and neighboring states;

(2) To secure a clear understanding of the Code of wartime Practices administered by the Office of Censorship;

(3) To secure a clarification of the current confusion surrounding the use of radio for recruitment purposes.

Programs now being aired by WRVA include: *Okay America*, entertainment program from military posts started in 1940; *Letter to Dad*, musical-dramatic show from Camp Pickett; *Fort Eustis Open House*, musical-interview program from Ft. Eustis; *Conquer We Must*, musical-dramatic from Camp Lee; *Boots to Builders*, musical-dramatic from Camp Peary; *Navy Smoker*, musical-dramatic from Norfolk Naval Training Station; *Victory Mothers*, a letter program originating alternately at Richmond and Norfolk studios.

WRVA broadcasts one to three one-time programs weekly from the above-mentioned military points in the primary service area, as far down the coast as the Naval Air Station at Elizabeth City, N. C. All of the programs except *Okay America* carry announcements in furtherance of government war objectives.

Mr. Huffington explained OWI channels essential war information into the 12-16 daily announcements and five weekly 15-minute programs which American stations are carrying. Into these go all of the information which the various agencies wish to convey to the public.

Mr. Abeloff suggested that an WRVA-OWI allocation plan be set up. Under this plan, names of contacts at camps broadcasting over WRVA will be placed on OWI's mailing list to receive the basic information on themes the OWI is publicizing. The station and OWI will confer regularly on the subjects to receive emphasis, and WRVA will inform camp personnel in advance of program preparation that the suggested basic information is to be found in "pamphlet XYZ" already mailed by OWI. Special Service will then prepare the script that is to be used and submit it to WRVA for final clearance and then broadcast the program on the assigned date. The proposed arrangements are on a voluntary basis; all camps remaining free to use their own subjects if they prefer them to those "assigned".

Two-in-One

V. E. CARMICHAEL, general sales manager of KWK, St. Louis, shot his second hole-in-one recently on the Sunset Hills Country Club course. The phenomenon took place at the second hole, a 125-yd. par three. Mike attributes it all to right living. He won the BROADCASTING Golf Trophy at the NAB convention in 1939.

SUCCESSFUL PROMOTION of Bexel Vitamin products through his news broadcasts over WQAM, Miami, brought Cloyd Head (seated) the Master Salesmanship Award which is being handed him by Hugh Pottersfield, vice-president and general manager of McKesson & Robbins' Miami branch. Looking on are R. T. Burton, McK-R assistant sales manager (left), and Bert Graulich, Bexel program announcer. Mr. Head is heard Monday-Friday at 12:30 p.m. J. D. Tarcher is agency.

Talent Board to Meet

A TOTAL of 60 organizations in the entertainment industry have been invited to participate in a permanent Conference Board as recommended at the final session of the National Conference of Entertainment Industry for War Activities, held in New York early this month [BROADCASTING, June 7, 14]. First meeting of the Board is scheduled for July 14-15. Entertainment groups have been asked to name an official delegate and alternate to serve on the board.

BUT CAN'T WE COVER THE ROANOKE MARKET WITH OUTSIDE STATIONS?

NOPE! ONLY WDBJ DOES THE JOB!

IF you pin us down, we'll admit that at night listeners in the Roanoke-Southwest Virginia area *can* pick up sky waves from a few 50 kw. clear channel stations. But you know the fading all sky waves are subjected to. And in the daytime a good radio *can* bring in two or three outside stations —*if* the volume is turned 'way up. But you know what that does to *clear* reception.

So-o-o—if you want to stir up the buying power ($352,000,000, by the way) of the Roanoke-Southwest Virginia market, the only way you can do it is with WDBJ. It's the *one* station heard satisfactorily at all times in 120,348 radio homes hereabouts.

You just try WDBJ—and see for yourself.

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Nat. Representatives

WDBJ
ROANOKE VA.

NORTH CENTRAL U. S. TOPS SETS - IN - USE

NORTH CENTRAL AREA had the largest number of sets-in-use, and the highest "available audience" of any region, measured, according to the winter-spring edition of the "National" and "Sectional" Hooper ratings. During the Monday night 9-9:30 p.m. period, 51.5 of the total homes called in this area were listening to the radio. Network programs at this period were *Counterspy*, BLUE; *Lux Radio Theatre*, CBS; *Telephone Hour*, NBC, and Gabriel Heatter (15 min.), MBS. This section received an "available audience" rating of 88.6, highest for any area.

Highest rating for the number of "National" sets-in-use was for the Tuesday night 9:30-10 p.m. (EWT) period. The figure reported is 47.2.

High-point Sets-in-Use ratings for other individual areas of the country included: East, Monday 9-9:30 p.m. 45.7; South, Tuesday, 9:30-10-30 p.m., 48.4; Mountain, Tuesday, 10-10:30 p.m., 46.9; and Pacific, Tuesday, 10-10:30 p.m., 47.6. Highest available audience in the East was 86.4 for the Tuesday, 6:30-7 p.m. period; Mountain area, 86.3, Monday, 11:30-12 Midnight; South, 85.0, Tuesday, 8:30-9 p.m. and Pacific, 84.9 for Tuesday, 9:30-10 p.m.

Quinn Chosen to Direct War Production Drive

THEODORE K. QUINN, president of Maxon Inc., New York, has been appointed Director General of the War Production Drive, WPB-Vice Chairman Charles E. Wilson announced last week. The agency was started in the spring of 1942 by WPB Chairman Donald M. Nelson to stimulate production in war plants through labor-management joint committees.

Mr. Quinn will be granted a leave of absence from Maxon, which he joined in 1936. Previously he had been with General Electric for 22 years, starting as an auditor in 1914, and serving successively as credit manager, division manager and vice president in charge of sales. He organized and was first chairman of the General Electric Consumers Finance Co.

EXCLUSIVE representative in the U. S. for Mutual station KPAC, Port Arthur, Tex., is now Joseph Hershey McGillvra Inc., New York. KPAC is owned and operated by Port Arthur College; Carl Vaughn is president, and Glen Hewitt, general manager.

"Since WFDF Flint Michigan stopped broadcasting the weather, I've had to rely on my newspaper."

Revision of List Of Dual Affiliates

Corrected Data on Mutual Stations Presented

IN THE June 14 issue of BROADCASTING, there appeared a list of 49 stations, stated as being Mutual affiliates as well as affiliates of another nationwide network. This list has been found to be incorrect, the total number of dual-affiliates being 40, instead of 49, of which two are affiliated with both MBS and CBS; five with both MBS and NBC, and 33 with both MBS and the BLUE.

Correct list is as follows:

MBS-CBS: WMT, Cedar Rapids, Iowa; WNBF, Binghamton, N. Y.

MBS-NBC: WISE, Asheville, N. C.; WKBO, Harrisburg, Pa.; WGAL, Lancaster, Pa.; WORK, York, Pa.; KRIS, Corpus Christi, Tex.

MBS-BLUE: WSGN, Birmingham, Ala.; WMOB, Mobile, Ala.; KGHI, Little Rock, Ark.; WATR, Waterbury, Conn.; WWPG, Palm Beach, Fla.; WROK, Rockford, Ill.; KSO, Des Moines, KMA, Shenandoah, Iowa; KFBI, Wichita, WLAV, Grand Rapids, Mich; KFOR, Lincoln; WAGE, Syracuse, WAYS, Charlotte, N. C.; WAIR, Winston-Salem, N. C.; KOME, Tulsa; WARM, Scranton; WCOS, Columbia, S. C.; WMRC, Greenville, S. C.; WDEF, Chattanooga; WBIR, Knoxville; WMPS, Memphis; WSIX, Nashville; KFDA, Amarillo; KNOW, Austin; KXYZ, Houston; KABC, San Antonio; KTEM, Temple; WACO, Waco, Tex.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WRNL, Richmond; WSLS, Roanoke; WGAC, Augusta, Ga.

Included by mistake in the original MBS-CBS list were WAAC, Ft. Lauderdale, and KILO, Grand Forks, N. D., both of which are exclusive CBS affiliates. Errors in the MBS-NBC list were WGBF, Evansville, Ind.; WRDO, Augusta, Me., WFEA, Manchester, N. H.; WLBZ, Bangor, and KRGV, Weslaco, all of which are NBC affiliates exclusively. In the MBS-BLUE list, KGGF, Coffeyville, Kans.; WXYZ, Detroit, and WJW, Akron, both are exclusive BLUE affiliates and should not have been included. The word "exclusive" in the aforementioned cases applies only to the four national networks and not to regional networks.

Commercial Dream

UNHEARD-OF claims are made for the products of A. Fodder & Sons, dairy farmers, I. Fade & U. Shrinkit, cleaners and dyers, P. Troleum, gasoline dealer and Mark Kee, theatre owner, all participating sponsors on a program heard on WWVA, Wheeling, W. Va. Originator of the show, titled *Utopia*, is Lew Clawson, program director. He originated the sponsors, too.

WSAI
1st on the LIST- -in- -CINCINNATI

for The JOHN SHILLITO Company

For more than 100 years a department store leader . . . largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection . . . it is particularly significant that this Cincinnati leader *uses WSAI exclusively* for all three of its daily radio programs.

WSAI

BASIC BLUE NETWORK STATION

5000 WATTS . . . DAY AND NIGHT

Nat'l Reps. SPOT SALES, INC.

NEW YORK — CHICAGO — SAN FRANCISCO

READY HERE!

When the big Allied offensive gets under way, WAGA will bring its listeners in Dixie's First Market the fast, accurate and complete coverage they're seeking.

24

News Periods Daily

WAGA's revised and expanded news schedule now includes 24 news periods daily . . . outstanding Blue Network commentators, Associated Press news skillfully edited for Georgia listeners, special coverage of state news and frequent news headlines.

Our's is a FLEXIBLE schedule, apace with events . . . always vital and interesting.

WAGA

Atlanta

FORT INDUSTRY STATION

5,000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WDAY, Fargo, N. D.

Dr. Hess & Clark Co., Ashland, O., 3 *t* weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Minneapolis Brewing Co., Minneapolis (Grain Belt beer), 2 *sp* weekly, 26 weeks, thru BBDO, N. Y.
George Helme Co., New York (Norseman and Work Mate snuff), 5 *sp* weekly, 52 weeks, thru Frank Best & Co., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
U. S. Breakfast Food Co., Omaha, 6 *sa* weekly, thru Buchanan-Thomas Adv., Omaha.
Russell Miller Milling Co., Minneapolis (Enriched Occident flour), 2 *t* weekly, 35 weeks, thru Campbell-Mithun Inc., Minneapolis.
Nesbitt Fruit Products Co., Los Angeles, 3 *ta* weekly, 13 weeks, thru M. H. Kelso Co., Los Angeles.
W. H. Barber Co., Minneapolis (Veedol), 10 *ta* weekly, 13 weeks, thru McCord Co., Minneapolis.
Rohm & Haas Co., Philadelphia (insecticides), 52 *sa*, thru Newell-Emmett Co., N. Y.
Mid-Continent Petroleum Corp., Tulsa, 3 *sa* weekly, 26 weeks, thru R. J. Potts Adv., Kansas City, Mo.
McKesson & Robbins, Bridgeport (Bexel), 5 *ta*, 52 weeks, thru J. D. Tarcher Co., N. Y.
General Foods Corp., N. Y. (Grapenuts), 13 *ta* weekly, 5 months, thru Young & Rubicam, N. Y.

WKZO, Kalamazoo

Allstate Insurance Co., Chicago, 25 *sa* weekly, 4 weeks, thru Ruthrauff & Ryan, Chicago.
De Pree Chemical Co., Holland, Mich. (Wheatamin tablets), 5 *ne* weekly, 13 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Peter Fox Brewing Co., Chicago (Fox Deluxe beer), 6 *ne* weekly, 26 weeks, thru Schwimmer & Scott, Chicago.
Michigan Bell Telephone Co., Detroit, 14 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

WAAT, Jersey City

Ward Baking Co., New York, 6 *sp* weekly, 26 weeks, thru J. Walter Thompson Co., N. Y.
Tobene, New York, 7 *sa* weekly, indefinite period thru Joseph Katz Co., N. Y.
Natl. Tool & Mfg. Co., Kenilworth N. J., 12 *sa* weekly, direct.
Eastern Tool & Mfg. Co., Bloomfield, N. J. (Army-Navy "E"), 1 *sp* direct.
McFadden Publications (*True Story Magazine*), 6 *sp* weekly, thru Raymond Spector Co., N. Y.

WHO, Des Moines

U. S. Rubber Co. (Ordnance Plant), Des Moines (help wanted), 26 *sa*, placed direct.
Mentholatum Co., Wilmington, 26 *sp*, thru J. Walter Thompson Co., N. Y.
Armand Co., Des Moines (cosmetics), 13 *sa*, thru Ivan Hill Adv., Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 300 *ta*, thru Young & Rubicam, N. Y.

WCBI, Columbus, Miss.

Swift & Co. Refinery, Memphis, 100 *sa*, placed direct.
Jas. Forbes Tea & Coffee Co., St. Louis, 300 *sa*, placed direct.
Plough Inc., Memphis, 11 *sa* weekly, 52 weeks, thru Lake, Spiro, Shurman Inc., Memphis.
Gulf, Mobile & Ohio Railroad Co., Mobile, 21 *sa*, placed direct.

WMAQ, Chicago

Marlin Firearms Co., New Haven (Marlin shave cream), 4 *ta* weekly, 52 weeks, thru Craven & Hedrich, N. Y.
Paramount Pictures, New York ("Five Graves to Cairo"), 7 *sa*, thru Buchanan Agency, N. Y.
Club Aluminum Products Co., Chicago (aluminum cleaner), 7 *sa* weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago.
Armand Co., Des Moines (Armand leg make-up), 42 *sa*, thru Ivan Hill Agency, Chicago.

WMAQ, Chicago

Griffin Mfg. Co., Brooklyn (shoe polish), 3 *sa* weekly, 52 weeks, thru Bermingham, Castleman & Pierce, N. Y.
Warner Bros. Pictures Inc., New York ("Mission to Moscow"), 6 *sa*, thru M. M. Fisher & Assoc., Chicago.
Esquire Inc., Chicago (*Coronet*), 15 *sa*, thru Schwimmer & Scott, Chicago.
Consolidated Royal Chemical Corp., Chicago (Krank's Shave Kreem), 7 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

WGY, Schenectady

MacFadden Publications Inc., New York (*True Story*), 13 *t*, thru Raymond Spector Co., N. Y.
Lever Bros. Co., Cambridge (Rinso), 48 *sa*, thru Ruthrauff & Ryan, N. Y.
Elway Food Products Corp., N. Y. (Vitamalt), 6 *sa*, thru Hall A. Salzman Assoc., N. Y.
Hubinger Co., Keokuk, Ia. (Quick Elastic starch), 13 *sa*, thru Ralph Moore Inc., St. Louis.
United Baking Co., Schenectady (Lady Betty bread), 78 *sa*, placed direct.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive soap), 16 *t* weekly, 16 weeks, thru Ted Bates Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory flakes), 5 *sa* weekly, thru Compton Adv., N. Y.

WJZ, New York

Carter Products, New York (Arrid), 5 *sa* weekly, 52 weeks, thru Small & Seiffer, N. Y.
B. Altman & Co., New York (department store), weekly *sa*, 13 weeks, thru Kelly, Nason, N. Y.
MacFadden Publications, New York (*True Story Magazine*), *sa*, 3 days, thru Raymond Spector Co., N. Y.

WBTA, Batavia, N. Y.

General Baking Co., New York, daily *sa*, 52 weeks, thru BBDO, N. Y.
Pepsi-Cola Co., Long Island City, two *ta* daily, 37 weeks, thru Newell-Emmett, N. Y.

WFIL, Philadelphia

Bell Telephone Co. of Pa., Philadelphia, 6 *sa* weekly, 13 weeks, thru Gray & Rogers, Philadelphia.
Evening Bulletin, Philadelphia (newspaper), 22 *ne* weekly, for indefinite period, placed direct.
Lit Brothers, Philadelphia (department store), varied number of *sa*, 52 weeks, placed direct.
Daily News, Philadephia (newspaper), 18 *sa* weekly, for indefinite period, placed direct.
Thomas Lipton Inc., Hoboken, N. J. (dehydrated soup), 19 *sa*, thru Young & Rubicam, N. Y.
Strawbridge & Clothier, Philadelphia, 25 *sa*, placed direct.
Yager Liniment Co., Baltimore, 6 *sa* weekly, 6 weeks, thru Harvey-Massengale, Durham, N. C.

WOR, New York

Kirkman & Sons, Jersey City (Kirkman's soap), weekly *sp*, 52 weeks, thru Newell-Emmett Co., N. Y.
Humphrey's Homeopathic Medicine Co., New York (Humphreys' 77), 3 *sa* weekly, 11 weeks, thru Atherton & Currier, N. Y.
Elway Food Products, New York (Vitamalt), 3 *sp* weekly, thru H. A. Salzman Associates, N. Y.

WGAR, Cleveland

Parker Appliance Co., Cleveland, 3 *sp* weekly, 9 weeks, placed direct.
First Church of the Nazarene, Detroit, *sp* weekly, 52 weeks, thru Stanley G. Boynton Agency, Detroit.
McKesson & Robbins, Bridgeport, 3 *ne* weekly, 18 weeks, thru J. D. Tarcher Inc., N. Y

KFAC, Los Angeles

Wheat Nut Distributing Co., Los Angeles (cereal), 6 *sa* weekly, 26 weeks, thru Associated Adv., Los Angeles.
California Savings & Loan Assn., Los Angeles (investments), 60 *sa*, 4 weeks, thru Elwood J. Robinson, Los Angeles.

KFI, Los Angeles

Consolidated Royal Chemical Corp., Chicago (Krank Shave Kreem), 2 *sa* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.

KECA, Los Angeles

Frito Co., Dallas (Fritos), 3 *ne* weekly, 52 weeks, thru Ray K. Glenn Adv., Ft. Worth, Tex.

KLZ, Denver

Carey Salt Co., Hutchinson, Kan., 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.

BOREN PROMISES FIGHT FOR BRANDS

ENCROACHMENTS of bureaucracy on the American system of free enterprise have created the greatest issue, domestically speaking, our nation has faced since the Civil War, Rep. Lyle H. Boren, (D-Okla.), chairman of the Committee to Investigate Restrictions on Brand Names and Newsprint, told the Sales Executives Club of New York last Tuesday. Expressing opposition to "anything that smacks of regimentation of advertising or any other phase of American enterprise," he pledged his committee to continue their hearings and their investigation of the WPB, OPA and other Government agencies with the goal of seeing that nothing is done to hinder the war effort or to remain behind to hobble industrial progress after the war.

Rep. Charles A. Halleck (R-Ind.), author of HR-98 which created the Boren committee, who also spoke at the luncheon meeting, attributed to "building a sound product and telling the world about it through advertising" the genesis of modern mass production, and declared that "anything that endangers the free use of trademarks and brand names endangers the American way of life." Stating that brand names and the advertising of them "have served our people well," Rep. Halleck said that "although our system is not perfect, I prefer it to one of grade labeling and Government standardizing."

ANA Farm Committee

TO IMPROVE relations between business and farmers, the Assn. of National Advertisers has, for the first time in its history, established an agricultural committee, comprising representatives of 12 companies which sell to and buy from farmers. A. C. Seyfarth, advertising manager of International Harvester Co., Chicago, is chairman of the group. The committee hopes to clear up misconceptions farmers may have about business, and to erase false ideas about agriculture maintained by business men.

KFPY
SPOKANE
KXL
PORTLAND
MONTANA
KPFA HELENA
KGIR BUTTE
KRBM BOZEMAN
OREGON
CHELAN
FERRY
STEVENS
BONNER
LEWIS
JEFFERSON
CROOK
GRANT
BAKER
KLAMATH
LAKE
JACKSON
CURRY

PLENTY OF ZIP . . . in markets that respond in the same way! Here are broadcast facilities that have got what it takes . . . and an area where they'll take what you've got to sell 'em. Write for free booklet.

THE PACIFIC NORTHWEST GROUP
KXL Joseph H. McGillvra
KFPY The Katz Company
Z NET The Walker Company

Radio Advertisers

NATIONAL BREWING Co., Baltimore, has signed a one-year contract for *National Sports Parade* with Bailey Goss doing show twice daily, Monday through Friday, 6:05-6:15 p.m. and 11:05-11:20 p.m. Program originates in WBAL, Baltimore, and is piped to WJEJ, Hagerstown, Md., by way of Maryland Coverage Network lines.

BERNARR MACFADDEN'S Cereal Co., New York, is continuing tests for Mealene, a new product introduced through radio advertising around the first of April [BROADCASTING, March 22], and is using spots on KOME, Tulsa, and on KLZ, Denver. Regular schedule is not expected to get under way until fall. Agency is H. C. Morris & Co., New York.

G. M. McKELVEY Co., Youngstown (department store), is now sponsoring the 7:45-8 a.m. newscast *What's New in the News*, Monday through Saturday on WFMJ, Youngstown, on a 52-week basis after a trial period of 13 weeks, in addition to *Sister Kay Reads the Funnies*, a half-hour weekly program also for 52 weeks.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles (investments), during the re-investment period, on June 21 started for four weeks, using a total of 200 dramatized announcements weekly on six local stations, KFI KECA KHJ KMPC KFAC KFWB. Elwood J. Robinson Adv., Los Angeles, has the account. Melvin A. Jensen is agency account executive.

DINA MITE FOOD Co., Los Angeles (cereal), has started thrice-weekly participation in the woman's program *Polly & Pat* on KPAS, Pasadena. Wilson & Co., Verenon, Cal. (food products), also uses twice-weekly participation in that program. Contracts are for 13 weeks, started June 14. Brisacher, Davis & Van Norden, Los Angeles, services both accounts.

CRAWFORD CLOTHES (men's clothing), Philadelphia, has expanded its radio schedule on WPEN, Philadelphia. In addition to the running schedule of five five-minute news periods daily, the store has added a daily 15-minute period of news Monday through Friday. Al Paul Lefton Agency, Philadelphia, has the account.

LA MOTTE VAN RIPER, advertising manager of McKesson & Robbins, New York, has been elected vice-president in charge of advertising and publication. Formerly vice-president and general sales manager of Ajax Rubber Co., Mr. Van Riper has been with McKesson & Robbins since 1929.

Furniture Stores Spend 5.70-13.29% on Radio

RETAIL FURNITURE STORES reporting more than $350,000 sales volume per year spent 5.88% of their advertising dollars for radio time, according to the 10th annual *Retail Furniture Store Operating Experiences and Departmental Activities for 1942*, published by the Control and Management Division of the National Retail Furniture Assn. Medium stores, doing $125,000 to $350,000 sales volume, spent 5.70% for radio time, while small stores, under $125,000 sales volume, spent 13.29% of their advertising dollar on radio.

Radio ranked third as the medium selected by large and and medium size retail furniture stores, preceded by newspaper space, direct mail and handbills. Small stores selected newspapers first, radio second and direct mail and handbills third.

Classified Ads on WMCA

CLASSIFIED AD program started on WMCA, New York, last week under sponsorship of six companies tries to replenish depleted personnel. Strictly functional in character, the program is aired Monday through Saturday, 7:45-8 a.m., under the title *Help Wanted*. Advertisers can be expected to change from time to time. First sponsors are Liggett Drug Stores, Western Union, Horn & Hardhart, Twin City Shellac, Western Disinfectant and Aeroil Burning Co. Station cooperates with the War Manpower Commission in inserting at no charge announcements calling for war workers.

LEAVING New York for a second War Bond tour, *Information Please* broadcasts from Chicago today (June 28). Program originates in the Civic Opera House, where 3,500 seats will be sold to purchasers of bonds ranging from $50 to $5,000.

WHEAT NUT DISTRIBUTING Co., Los Angeles (cereal), on June 15 started daily announcements on KFAC for 26 weeks through Associated Adv. Agency, Los Angeles.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), is sponsoring a daily five-minute newscast on KNX, Hollywood, for 26 weeks, started June 15. Dick Joy is newscaster. Other radio is being considered. Agency is McCarty Co., Los Angeles.

KOH
RENO
KFBK
SACRAMENTO
KWG
STOCKTON
KMJ
FRESNO
KERN
BAKERSFIELD

CALIFORNIA COVERAGE

THE NATION'S NO. 1 SPENDER

Sacramento is *first in the United States* in per capita spending at all types of retail stores.

KFBK is first in Sacramento, oldest in Sacramento, the most powerful Blue Network station in California.

McCLATCHY BROADCASTING COMPANY

AGENCY Appointments

MADISON RURAL Sanitarium & Hospital and Madison College, Madison College, Tenn., to George C. Hoskin Asso., Chicago. Principal media will be health journals. Radio plans are not yet set.

GOLDEN STATE Co., San Francisco, to BBDO, San Francisco and Los Angeles for dairy products.

K. L. M. Royal Dutch Air Linees, New York, to Redfield-Johnstone, Nem York. Opening new route between Miami and Netherlands West Indies. Radio not contemplated for present.

CLOVERDALE SPRING Co., Philadelphia (soft drinks) to Richard A. Foley Adv. Agency, Philadelphia.

PHILLIES BASEBALL CLUB, Philadelphia (major league baseball team), to N. W. Ayer & Son, Philadelphia. Wally Orr is the account executive.

CARGILL Inc., Minneapolis, to Olmstead-Hewitt, Minneapolis. Said to use radio.

ROLAND REED, Oakland, to Emil Reinhardt Adv. Agency, Oakland. Said to use radio.

RITTER Co., Rochester, to Ed Wolff & Associates, Rochester.

WORCESTER SALT Co., New York, to J. Walter Thompson Co., Chicago.

ATLAS LABS, Akron, to McDaniel-Fisher & Spelman, Akron, for I-O-Sal (Athlete's Foot remedy). Said to use radio.

NATIONAL FOODS Inc., Pittsburgh, to L. E. McGivena & Co., New York, for Marjorie Daw spaghetti, macaroni and noodles. Media plans not set.

INTERNATIONAL PRODUCTS Corp., New York, to Gunn-Mears Adv., New York, for Terex, beef bouillon concentrate. Future media plans not set.

SPECIAL FOODS, Worthington, O. (dietary foods), to Geo. C. Hoskin Assoc., Chicago. Radio and magazines will be used.

ODELL Co., Newark, to Abbott Kimball Co., New York, for Trol Hair Tonic. Radio will be used but probably not till fall.

IT PAYS TO ADVERTISE ON THE SPOT

...with SPOTS!

JOHN BLAIR & COMPANY

CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES

NATIONAL RADIO STATION REPRESENTATIVES

WBNX

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

250,000 or 2% of the population of Greater New York listen to SPANISH language programs

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Winner of PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

We all are in it
BUY WAR BONDS!

Agencies

WAUHILLAU LA HAY, former amusement and radio editor of the *Chicago Sun*, has joined N. W. Ayer & Son, to do radio promotion in the New York office. She replaces Russell Pierre, now in the Marines.

JOHN KELSEY, former producer of WMCA, New York, has joined Young & Rubicam, New York.

BERT PRAGER, former radio director of Donahue & Coe, New York, and previously talent buyer of Benton & Bowles, New York, has joined Foote, Cone & Belding, New York, as assistant to Ed Cashman, vice-president. Mr. Prager will handle business and talent in the radio department.

JOE BRATTAIN, staff producer of Erwin-Wasey, New York, was recovering last week from the results of a dim-out accident which occurred when a taxi hit him while he was leaving his office in the late evening, June 16. Mr. Brattain, had eight ribs fractured and suffered internal injuries.

FRED BETHEL, formerly a director for CBS, handling *The Pause That Refreshes on the Air*, has joined Foote, Cone & Belding, New York, as a director.

FRANK K. CASPERS, copy writer in the Philadelphia office of N. W. Ayer & Son, has resigned to join the Ovearseas Division of the OWI.

FRANK QUAIL, who has been operating his own commercial art studio in Detroit for almost 20 years, has been appointed associate art director of Ruthrauff & Ryan, Detroit.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, *we're* not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with *twice* the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. *WAVE gives you complete coverage at lowest cost.* Scratch where it'll do the most good, pardner—with WAVE!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Lucas Heads Council

DARRELL B. LUCAS, professor of marketing of New York U., has been elected president of the Market Research Council, succeeding Elmo Roper, marketing counsel. Other new officers, named at the group's recent annual election, are: Ray Robinson, research director, Crowell-Collier Publishing Co., vice-president; Edward Battey, research director, Compton Adv., secretary-treasurer; Dr. Frank Stanton, vice-president of CBS, and Mr. Roper, as members of the executive committee.

LT. (j.g.) HOWARD ESARY, former Los Angeles radio advertising executive, has been appointed assistant regional public relations officer of the U. S. Maritime Service in Los Angeles.

JOHN MURPHY, former assistant research director of Pedlar & Ryan, New York, has joined B. H. Grant Research Assoc., which has recently taken over the L. M. Clark Surveys.

WARREN COX, former director of public relations for the Army Quartermaster Corps, Second Service Command, and who headed the Special Events Section of the New York War Savings Staff, has joined the publicity department of McCann-Erickson, New York. James O. Parsons Jr., formerly of WWNY, Watertown, N. Y., has joined the agency's radio staff.

FRANCIS SILL WICKWARE, former associate editor of *Fortune*, has joined the public relations department of J. Walter Thompson Co., New York.

ARTWIL Co., New York, has been elected to the Affiliated Adv. Agency Network, which is limited to one agency in each of the major marketing centers in the country.

CARY CLARK has joined Barton A. Stebbins Adv., Los Angeles, as copy writer.

PAUL C. SMITH, active in the advertising and publishing fields, has joined the staff of Moser & Cotins, New York. Mr. Smith has been associated with Campbell-Ewald Co., Detroit, and Federal Adv., New York.

BESSIE GALBRAITH, copy writer of N. W. Ayer & Son, Philadelphia, has joined the copy department of Benton & Bowles, New York. Nan Fitzgerald, formerly of the National Research Bureau, Chicago, has joined B&B's radio commercial department.

KENNON JEWETT, formerly of J. Walter Thompson Co., New York, has joined the copy staff of William H. Weintraub & Co., New York.

RICHARD MANVILLE, director of research of Donahue & Coe, New York, has joined Warwick & Legler, New York, in a similar capacity. Mr. Manville left a month ago for a vacation.

CARROLL O'MEARA, former business manager of Young & Rubicam, Hollywood office, returns to that organization July 1. For the last few months he has been chief of the English language section of the Overseas Division of OWI in San Francisco.

BOB WOLFE, on the director staff of Kenyon & Eckhardt, New York, has been named assistant director of the radio department, headed by Dwight Mills.

MARGARET MARKLAND, media director of Gotham Adv. Co., New York, was married June 5 to Grant V. Hastings of New Orleans. They will live in New York.

JAMES N. MANILLA, formerly W85A, Schenectady, and with NBC, has joined the radio department of Compton Adv., as a program supervisor.

AGENCY IN ATLANTA BEGUN BY COLEMAN

MAURICE C. COLEMAN, for 15 years with Atlanta stations in executive capacities, has announced formation of an advertising agency under the firm name of Maurice C. Coleman & Associates. Offices will be opened July 1 in the Citizens & Southern National Bank Bldg.

Mr. Coleman started with WGST in 1928, when the only other station in Atlanta was WSB. Several years later he joined the old WJTL, afterward acquired by the Woodruff interests with the call WATL. He was general manager until Jan. 1, 1941, when he left to assume the commercial management of WAGA, retaining this position until this month, when he resigned to establish the new agency.

One of the charter members of the original sales managers division of the NAB, Mr. Coleman served as chairman of the fifth district in 1938-39. He is a native Atlantan.

A. V. Echternach

A. V. ECHTERNACH, 53, account executive of Raymond R. Morgan Co., Hollywood advertising agency, died following a heart attack on June 19. Surviving are his widow, Marguerite, and three children.

JACK HILL, producer of NBC, Chicago, has been transferred to NBC, New York.

H. S. GARDNER Jr., of Gardner Adv. Co., St. Louis, has been commissioned lieutenant (j.g.) in the Naval Reserve and is now stationed at Ft. Schuyler, N. Y.

EDMUND L. CASHMAN, a senior radio executive of Foote, Cone & Belding, has been elected a vice-president of the agency.

JANE SCOTT, an executive of William Morris Agency, has resigned to join Foote, Cone & Belding, New York, effective July 15.

CHARLES A. BOWES, former manager of Gerth-Pacific Adv. Agency, Los Angeles, has resigned to establish a new agency known as Charles A. Bowes, Advertising, with headquarters at 219 W. Seventh St., Los Angeles.

CAL KUHL, newly appointed executive producer of The Biow Co., Hollywood, is in New York for a month's conference with home office executives on fall advertising plans.

RUTH HADDOCK, formerly of West-Marquis Inc., Los Angeles agency, has joined Mays & Bennett Adv., Los Angeles, as copy director.

AP

KGBX-KWTO,
Springfield, Mo.

. . . well pleased with AP service . . . you're doing a swell job!

F. M. Sullivan,
Managing Editor.

available through
PRESS ASSOCIATION, INC
50 Rockefeller Plaza
New York, N. Y.

Civilian Radio Armistice Is Foreseen By Joseph Gerl; McDonald Disagrees

POSSIBILITY of a return to civilian production of radios before the end of the war was the topic of much pro and con discussion among leading radio manufacturers last week. A possible "merchandise armistice" before the end of the war is foreseen by Joseph Gerl, president of Sonora Radio and Television Corp., Chicago, who said in a letter to BROADCASTING that "we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption."

"So that there will be no reason for misunderstanding," Mr. Gerl wrote, "I want to make it plain that this is no time to indulge in loose predictions or wishful thinking. Under no circumstances do we want to give the trade any false illusions, create any false optimism, or identify ourselves with any effort which may have a 'boomerang' effect on the radio industry.

First Job Is War

"Our first job is to cooperate with the Government in winning this war and toward that end every manufacturer should be willing to set aside self-interests in behalf of the common cause. Therefore, we make no pretense of predicting exactly when our factory will again be delivering civilian merchandise.

"On the other hand, certain plainly visible trends seem to be pointing to a merchandise armistice before the war ends. Quite naturally", Mr. Gerl wrote, "the continuation of these trends will depend upon the further success of our fighting forces. But should they be borne out, then we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption."

"Not long ago, *Business Week* reported that the War Production Board considered radios of high importance for the purpose of maintaining morale on the home front. With the possible obsolescence of 20,000,000 radio sets by July, 1943 —approximately one-third of the radio sets in use in the United States at the time of Pearl Harbor—you may gain some slight idea of the growing need for replacement parts and new radio receivers among our civilian population."

As another indication of the possible resumption of civilian radio, Mr. Gerl quoted the statement of WPB Chief Donald M. Nelson in his testimony before a house subcommittee to the effect that production of automobiles and many other civilian goods may be resumed before the end of the war.

McDonald Disagrees

The discussion of such manufacture of radios for civilian use before victory drew adverse comment from Com. E. F. McDonald Jr., president of Zenith Radio Corp., who said:

"To think of civilian production at this time? Preposterous! Demands of the Government upon the radio industry are for even greater production, and for the greatest ingenuity of its engineers to produce new, novel, and different radionic devices for offense, destruction, and defense.

"Radionics is the one new weapon of this war," Com. McDonald continued. "Fortunately the Germans, Italians, and Japs have never been outstanding for their production of radio or radionic devices of any type. Our supremacy in radionics can well be our margin of victory, so let's not think of civilian production until after the war is won."

With the unprecedented demand for radar equipment for the remainder of this year and the first six months of next year, other radio manufacturers queried felt that it would not be possible to resume civilian production until after the war.

Ray Ellis, director of WPB Radio & Radar Division, in an address before the Radio Manufacturers Assn. meeting in Chicago recently [BROADCASTING, June 14], stated that all present plant facilities will be greatly taxed to produce radio and radar equipment for the armed forces for the coming year.

Mr. Ellis has repeatedly warned against emphasis on post-war planning now, maintaining that the industry must concentrate all its skill on doing its war job.

Vanderbie Sells Interest

H. S. VANDERBIE, of the advertising firm of Vanderbie and Rubens, Chicago, has sold his interest in the agency to his partner, Walter L. Rubens, now a lieutenant in the army stationed at Ft. Knox, Ky. Active manager of the company until Lt. Rubens returns will be Warren Seelye, who has represented Vanderbie and Rubens in Detroit for the past six years. Present staff will be retained.

Kelite on Coast

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on July 4 starts a weekly quarter-hour dramatic series on 8 CBS California and Arizona stations (KNX KQW KARM KGDM KROY KOY KTUC KSUN). Contract is for 52 weeks. Tentatively titled *Agent V*, program is scheduled to feature Frank Graham. Firm also sponsors a thrice-weekly five-minute program, *Name in the News*, on the Arizona network (KOY KTUC KSUN). Little & Co., Los Angeles, has the account.

NEWLY ELECTED member of the executive committee of the Radio Manufacturer's Assn. is S. I. Cole, president of Aerovox Corp., New Bedford, Mass., manufacturers of radio and electronic components. Mr. Cole was elected at the recent RMA convention in Chicago.

KYW

THE SHORTEST DISTANCE

It's a geometric axiom that a straight line is the shortest distance between two points.

The same basic principle applies to radio advertising. To cover a given market most effectively, you use the station having the largest audience in that market.

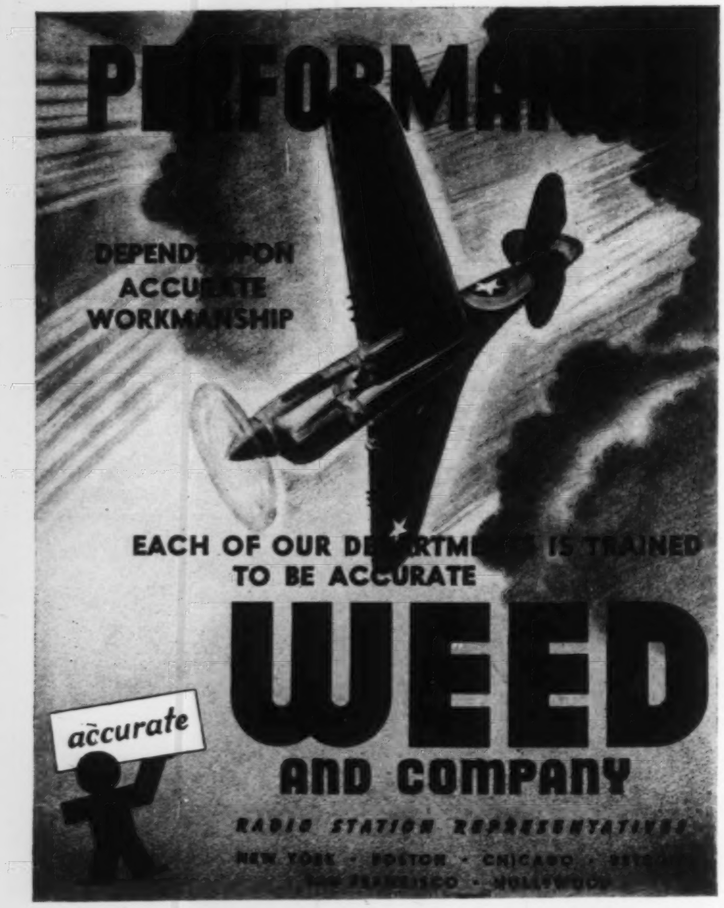
All accredited surveys prove that WOAI is the shortcut between advertisers and consumers in Central and South Texas. Backed by the power of 50,000 watts, WOAI's clear-channel voice reaches the bulk of the listeners in this prosperous section—at the lowest cost per listener!

50,000 WATTS - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest


PERFORMANCE
DEPENDS UPON
ACCURATE
WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED
TO BE ACCURATE
accurate
WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

WSJS
Blankets North Carolina's
"Heart of the Piedmont"
WINSTON-SALEM
GREENSBORO
HIGH POINT
5,000
Watts
Full Time
600
On The
Dial
WSJS in Winston-Salem
Represented by Headley-Reed Co.

CLEVELAND OUTLET SEEKS WJW CALL USE

FORMAL request to transfer the call letters WJW from Akron to Cleveland, along with the change in corporate name, was filed with the FCC last week by Bill O'Neil, president and general manager of WJW. The new Cleveland station, using the old call, expects to begin operation about Aug. 15 on 850 kc. with 5,000 watts fulltime.

The present WJW, operating on 1240 kc., would remain in Akron, under the new requested call of WAJV, until such time as decision is reached regarding its disposition. The station, using 250 watts, carries MBS programs, though it is not now a contracted outlet. WJW, upon removal to Cleveland, will become a BLUE outlet.

The application requested modification of the WJW license in Akron to change the corporate name from WJW Inc. to Akron Broadcasting Co. A second application requested voluntary assignment of the construction permit for the 850 kc. station from the Akron Broadcasting Co. to the WJW Co. It was set forth by Mr. O'Neil, in the applications filed through the law offices of W. Theodore Pierson, that the purpose was to separate the construction permit for 850 kc. from the 1240 kc. license. Then the licensee proposes to accommodate itself to the FCC's ruling with respect to retention or sale of the Akron local.

Mr. O'Neil is the son of W. O'Neil, president of General Tire & Rubber Co., which recently purchased the Yankee Network. He is not identified with Yankee, however, and his father's company has no interest in WJW.

Royal Crown Spots

SUMMER campaign built around the "Taste-Test" theme will start July 1 for Royal Crown Cola in recorded announcements on more than 300 stations, comic strip ads in 500 newspapers, ads in 18 popular magazines, and poster displays in 775 cities. Nehi Corp., Columbus, Ga., maker of the beverage, is planning to run the drive through the end of September on a week-to-week basis. Agency is BBDO, New York.

FTC Cosmetic Action

LEHN & FINK Products Corp. and its subsidiary, Dorothy Gray Ltd., Bloomfield, N. J., have received a Federal Trade Commission cease and desist order in connection with the advertising of Dorothy Gray Cosmetics. The firms are ordered to discontinue representing that the vitamin D content in their cosmetic creams will improve the coloring of the skin, make it softer, smooth lines, or provide any beneficial effect whatsoever.

WGAC Joins Mutual

WGAC, Augusta, Ga., last week became a Mutual affiliate, bringing that network's total number of outlets to 210. Owned by Twin States Broadcasting Co., WGAC operates on 1240 kc., 250 watts.

CHESTER SLAYBOUGH, timebuyer of BBDO, New York, on July 6 joins Morse International, New York, in a similar capacity.

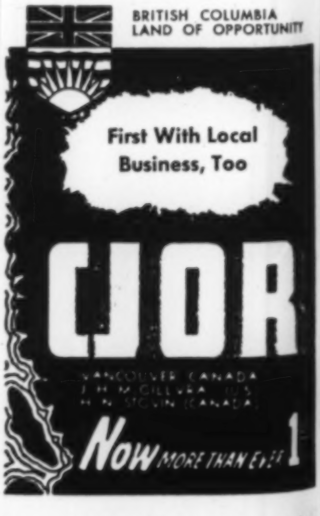
NO MIKE with call letter mars anniversary festivities at KOY, Phoenix, Ariz., and publicity sets a new precedent as (l to r), Commercial Manager John Hogg cuts his birthday cake; Program Manager Jack Williams awaits a slice to celebrate his natal day, and General Manager Harold Safford marks a wedding anniversary.

FCC GRANTS WAAT SHIFT TO NEWARK

BREMER Broadcasting Corp.'s application for a modification of license to substitute the word "Newark" for "Jersey City" as the location of the main studio of WAAT, Jersey City, and to move its main studio from Jersey City to Newark was granted last week by the FCC. The Commission stipulated, however, that the application is subject to the condition that the licensee is to comply fully with certain rules, when materials and personnel are available.

The Commission also announced proposed findings of fact, proposing to deny without prejudice the applications of Newark Broadcasting Corp., Newark, and of Eastern Broadcasting Co. Inc. for a construction permit for a new station in Newark and Long Island, N. Y. respectively. Denial of these applications, according to the FCC, are in accordance with its policy on conservation of materials, as announced in its memorandum of April 27, 1942.

The Newark Corporation had asked permission to construct a station to operate on 620 kc., with 5 kw., unlimited time, using a directional antenna both day and night, and also requested authorization to operate with 1 kw. for the duration of the war emergency. The Eastern Co., had proposed to construct a station to operate on 1520 kc., with 1 kw., limited to WKBK, Buffalo.


BRITISH COLUMBIA
LAND OF OPPORTUNITY
First With Local
Business, Too
CJOR
VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)
Now MORE THAN EVER 1

WGST Taken Over By Georgia Tech

Regents Likely to Name New Manager Within Month

ALL ASSETS of Southern Broadcasting System Inc. have been acquired by the Board of Regents of Georgia School of Technology, licensee of WGST, Atlanta, and a petition for the dissolution of the corporation has been filed in the Fulton County, Ga., Superior Court. These steps, following purchase of all outstanding stock of the corporation last May, are in line with the demand of the FCC that the Pickard-Calhoun interests be withdrawn from any part in the management of the station before the Commission would consider the question of renewing the license [BROADCASTING, March 29, 1943].

Retain Employes

Supplementary information, including notice of these steps, has been filed with the FCC, and the Commission has granted a temporary extension of license to July 30 during which time Southern Broadcasting is expected to be dissolved. The Board of Regents, according to an attorney for WGST, is expected within this period to name a manager in place of Clarence H. Calhoun, associated with Sam Pickard in Southern Broadcasting. It is understood that all employes excepting those in executive positions in the former management set-up are to be retained.

Named as a committee to direct the station's activities, including power to make contracts, appoint officers and supervise general operation, are these members of the Board of Regents: Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellor S. V. Sanford and President M. L. Brittain, ex-officio members.

This same group has also been appointed to act as directors of Southern Broadcasting Inc. for the interim until its dissolution, Mr. Beaver and Mr. Spratlin acting as president and vice-president, with L. R. Siebert and Pauline J. Wilhite as secretary and treasurer.

Payment under a contract signed last April 14 is to be 15% of the station's net profits to January, 1950, date to which the management contract of Southern Broadcasting was to run. It is believed that dissolution of the corporation and presentation of final data before July 30 on management personnel and operating policies will open the way for consideration of WGST's application for renewal of its license.

VISITING delegates and members of the National Editorial Assn. were entertained by WCKY, Cincinnati. They broadcast over the L. B. Wilson station during their wartime conference held in Cincinnati June 12.

OWI Moves

RADIO BUREAU of the OWI, formerly located in the Railroad Retirement Bldg., Washington, has moved to the Victory Bldg. Address is now 14th & Pennsylvania Ave., Washington 24, D. C.

Biff on Coast

WILCO Co., Los Angeles, to promote Biff, an insect spray, currently is using more than 150 dramatized chain break announcements weekly on 18 Pacific Coast stations. Agency is Elwood J. Robinson Adv., Los Angeles.

British to Manufacture Three-Tube Radio Sets

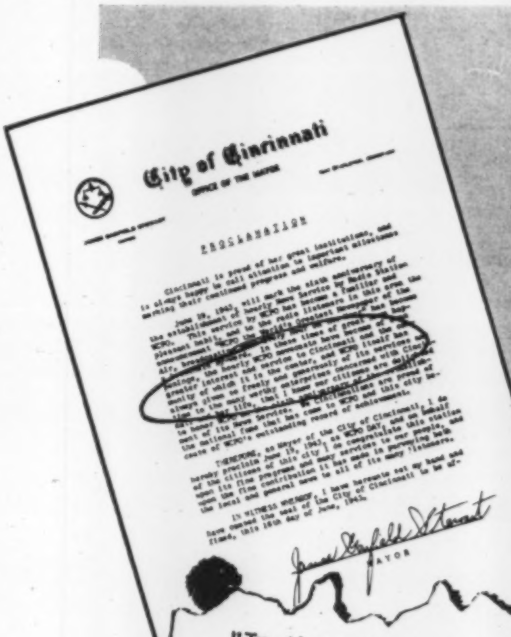
STANDARD low-cost three-tube radio sets, capable of receiving four or five BBC stations and some European broadcasts are expected to be on the market in England by Christmas as a result of British research for a receiver capable of mass production from a minimum of critical materials.

Aware that the radio in the home is a war necessity, the British decided to go into production on the standard U-model when it was found more economical to manufacture utility sets than to make unstandarized parts for prewar receivers now going out of order in large numbers.

Carter Denial

CARTER Products Inc., New York, and Small & Seiffer, New York advertising agency, have denied a Federal Trade Commission complaint that they have disseminated advertisements misrepresenting the properties and effectiveness of a deodorant named "Arrid". The FTC charges that the product will not accomplish the results claimed and will irritate the skin of some individuals, if applied repeatedly. The Carter Co. admits making the alleged claims, but asserts that they are true.

STARS who appeared in its first telecast a year ago joined with others June 27 in the First Anniversary Telecast of W2XWV, owned and operated by DuMont Laboratories, N. Y.



City of Cincinnati

OFFICE OF THE MAYOR

PROCLAMATION

Thanks CINCINNATI

we'll do our best to keep it up!

"In these times of great news happenings the hourly WCPO newscasts have become of even greater interest and service to Cincinnati and the community of which it is the center..."

Taken from Mayor Stewart's official proclamation declaring June 19th, for the second time, WCPO day.

C. E. HOOPER • Cincinnati Audience Measurements • Percentage of listeners—April-May, 1943

	"B"	WCPO	"C"	"D"	"E"
MORNING INDEX MON. THRU FRI. 8:00-12:00 A. M.	35.0	25.1	17.1	12.8	9.7
AFTERNOON INDEX MON. THRU FRI. 12:00-6:00 P. M.	41.6	25.9	14.0	7.1	11.4
EVENING INDEX SUN. THRU SAT. 6:00-10:30 P. M.	50.1	9.1	10.1	18.8	11.9

WCPO

CINCINNATI'S NEWS STATION

in BALTIMORE
and the Central Atlantic States

WBAL PROMOTION
is building more
and more listeners
for your programs

Edward Petry & Co., National Representative

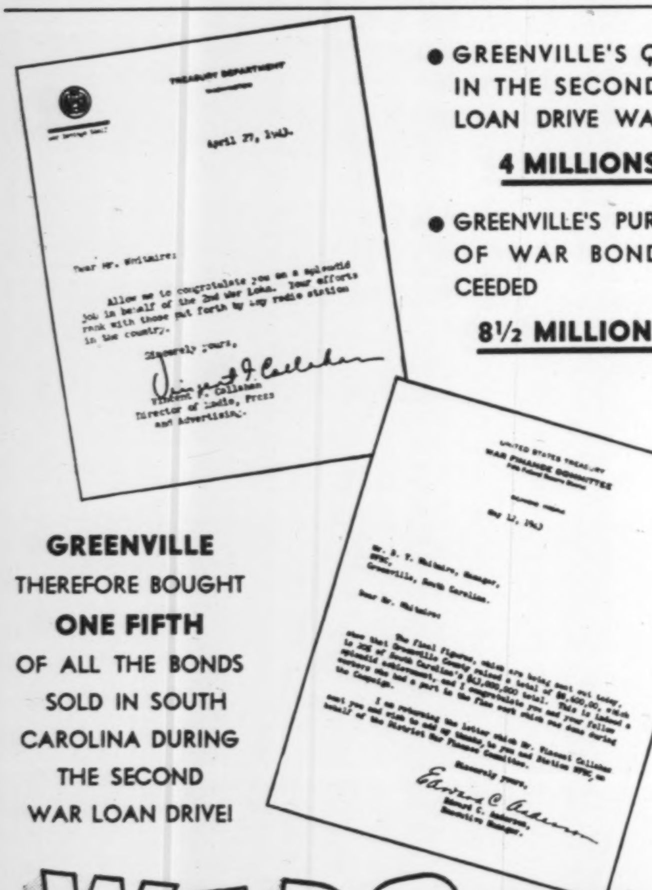
PALL MALL SERIES PLACED ON MUTUAL

WHEN Gracie Fields, comedienne star of her own show on the BLUE, returns from England in the fall she will be heard on Mutual five times weekly one hour earlier than her present quarter-hour on the BLUE, 10:15-10:30 p.m.

Two weeks ago Mutual offered her sponsor, American Cigarette & Cigar Co., New York, the 9:15 p.m. spot, and since that time the network has been clearing the stations in selected markets as designated by the sponsor. The series starts Oct. 11 on more than 160 Mutual stations for Pall Mall cigarettes.

Miller McClintock, MBS president, in a talk recorded before he left for the Pacific Coast, thanked the affiliates on a conference call for their cooperation in getting the series. "I doubt if any other network could possibly have cleared a quarter-hour strip in station time," he said.

ADDITIONAL BLUE stations to receive certificates of merit for cooperation in the adult education program of the American Economic Foundation [BROADCASTING, June 7], as designated by the organization's board of trustees last week, were: WEBR WMUR KCMO KXEL WHMA WSRR WHDL WAYS KOME CFCF.


TREASURY DEPARTMENT

April 27, 1943.

Dear Mr. Whitmire:

Allow me to congratulate you on a splendid job in behalf of the 2nd War Loan. Your efforts rank with those put forth by any radio station in the country.

Sincerely yours,

Vincent F. Callahan

Vincent F. Callahan
Director of Radio, Press
and Advertising.

UNITED STATES TREASURY
WAR FINANCE COMMITTEE

May 12, 1943

Edward C. Anderson

● GREENVILLE'S QUOTA IN THE SECOND WAR LOAN DRIVE WAS . . . .

4 MILLIONS

● GREENVILLE'S PURCHASE OF WAR BONDS EXCEEDED

8½ MILLIONS!

GREENVILLE
THEREFORE BOUGHT
ONE FIFTH
OF ALL THE BONDS
SOLD IN SOUTH
CAROLINA DURING
THE SECOND
WAR LOAN DRIVE!

WFBC GREENVILLE
SOUTH CAROLINA
"Textile Center of the South"
NBC ★ 5000 WATTS ★ WEED & CO.

WTOP Off Air 5 Hours As Technicians Strike on Pay Issue; WLB Mediator

WTOP, CBS outlet in Washington, was off the air 4 hours and 59 minutes June 19 when the entire technical staff of 21 engineers and supervisors walked out in a dispute involving overtime wages for two supervisors working the District of Columbia's newly instituted 46-hour war time work week.

The technicians, members of the International Brotherhood of Electrical Workers, started an unannounced strike at 12 o'clock noon, and did not return to their posts until 4:59 p. m., when station representatives, and Lawson Wimberly, international representative of the union, signed an agreement to refer the controversy to arbitration. CBS will deposit the overtime, calculated at time-and-a-half, in escrow pending the arbitrator's decision.

Delay in Settlement

Settlement is not expected for several weeks however, as Mr. Wimberly is making a scheduled trip west and date of the hearings has not been set. According to the agreement between the union and CBS, each side will limit its arguments in the case to three hours at the hearing.

The strike followed several weeks of negotiations over union contentions that supervisors would be entitled to time-and-a-half for overtime work. CBS attorneys held that the CBS-IBEW contract approved by the War Labor Board May 5, classifying supervisors as administrative personnel prevents overtime pay under WLB regulations.

CBS attorneys insisted that no overtime could be paid without permission of the WLB. Kenneth Yourd, CBS attorney, said the company felt it could not lawfully make these payments unless the WLB so interpreted the contract. CBS had withheld payment for the sixth day and had filed an application with the Wage & Hours Division of the Labor Dept. for permission to pay straight time for the extra day.

Union representatives claimed that in seeking the ruling for straight time the company was violating an understanding of May 14, which allegedly provided for the application to ask time-and-a-half. CBS emphatically denied the existence of any such understanding. In the agreement that ended the five-hour strike, both parties accepted WLB arbitration. The amount of overtime payment will therefore be decided by the WLB representative.

The station reported that actual revenue losses from the strike had been relatively light. Among the programs missed locally were *Armstrong Theater*, *Stars Over Hollywood*, *Of Men and Books*, and a few others. Rep. Andresen (R.-Minn.) made a futile trip to the studio, only to learn that the *Washington Farm Reporter*, which he was to share with Charles Dana Bennett, had been blacked out by the strike, and Sen. Wheeler (D.-Mont.) spent some anxious moments before learning that the station would be operating in time for his scheduled 6:30 broadcast.

Labor Silenced

AFTER being on the air without fail for two weeks short of nine years, *Labor News Review*, heard Saturdays on WTOP, Washington, missed for the first time June 19. The reason: IBEW technicians at the station were on strike.

CBS Service for War Reaches 2,166-Hr. Total

FROM Dec. 7, 1941 to March 31, 1943, a total of 480 war days, CBS broadcast 11,880 war effort programs, using 2,166 hours donated by the network or its advertisers, Paul Hollister, CBS vice-president revealed to the convention of the Special Libraries Assn. meeting in the Hotel Pennsylvania, New York, June 24. With an additional 6,221 programs of war news, the grand total of war broadcasts on CBS reached 18,101, representing 3,349 hours and 39 minutes of time "for which the Government paid not one penny," he said. Advertisers bought and paid for and volunteered 9,272 of these broadcasts, while the remainder were contributed by the network.

Continuing his review of CBS wartime data, the second public report of its kind since Pearl Harbor, Mr. Hollister revealed that 37.6% of the network's average broadcasting day was filled with the war-information type of program.

Movie Plans

SPOT CAMPAIGN for Republic Pictures' film "Someone to Remember," which opens in St. Louis, July 8, will entail announcements in two or three stations in each of 35 major cities, and in some of the 280 sub-cities covered by Republic. Drive may be expanded if radio proves effective, according to a spokesman for Republic. Agency is Donahue & Coe, New York.

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

EACH MEMBER of this quintet has been with NBC at least 10 years. They met at a recent get-together in the nation's capital. (l to r): Frank M. Russell, vice president; Harold Yates, engineer, Washington; Frank Mullen, vice president and general manager; Bob Terrell, operations supervisor in Washington; Carleton Smith, WRC manager. Yates and Terrell joined NBC-Washington on the same day.

FCC CANCELS KSJB 'SPECIAL SERVICE'

IN AN ABOUT-FACE 10 days after an appeal in the case, the FCC last Wednesday cancelled the "special service authorization" of KSJB, Jamestown, N. D., to operate on 600 kc., and ordered its return to the 1400 kc. frequency with 250 watts. The action, in effect, gave the relief sought by WMT, Cedar Rapids, operating on 600 kc., which on June 11 filed in the U. S. Court of Appeals for the District of Columbia an appeal and a petition for a stay order against the FCC's action [BROADCASTING, June 21].

The FCC said it had cancelled the authorization to KSJB effective June 26, not because of the appeal, but because it found the station still had its crystals for the 1400 kc. frequency. It is expected that WMT, through its attorneys Segal, Smith and Hennessey, will now dismiss the appeal, which was regarded as a new test of the FCC's authority to issue "special service authorizations" in lieu of station licenses.

The cancellation order stated the FCC had thought KSJB had already delivered its 1400 kc. crystals to a "well recognized manufacturer or distributor" in accordance with Commission "freeze" order of April, 1942, but that it now appears the station had not done so and at present retains both the 1400 and 600 kc. crystals.

"No public need would be served, therefore", said the FCC, "in continuing the special service outhorization permitting KSJB's operation on 600 kc." The order further said that the Commission, on April 14, 1942, having found that KSJB possessed the 600 kc. crystals, had granted the Jamestown application, in lieu of its previous assignment, and ordered the station at that time to dispose of its 1400 kc. crystals.

Puppets Foreseen In Video Serials

WHEN SOAP OPERAS go television, it will probably be through the puppet show technique, Robert B. Stone, program manager of WRGB, General Electric Co. television station in Schenectady, told a meeting of the American Television Society in New York last Wednesday. He explained that puppets don't have to memorize lines, saving hours of rehearsal time, which would make live actors too costly for a daily television serial.

The awards committee of ATS voted to give recognition to General Electric Co. for "the greatest contribution to television program development of the year" and to NBC for "the greatest contribution to the use of television as a public service." Plaques are now being prepared.

Norman D. Waters, New York agency head and founder of ATS, was reelected president. Other officers elected include: Charles Kleinman, vice-president; C. Matthew Dessner, treasurer; Kay Reynolds, secretary. Lela Swift, C. Elizabeth Ayers and A. B. Cohen also were elected to the board of directors.

Post-war developments were discussed by Willard J. Purcell, GE chief engineer of broadcasting activities, who said networks are essential if television is to be successful.

Klaus Landsberg, chief engineer of W6XYZ, Hollywood station of Television Productions Inc., a subsidiary of Paramount Pictures, described his station's operations, especially stressing educational programs.

CBC Shortwave Center

CANADA'S NEW short wave station at Sackville, N. B., will be ready for operation late in the summer, Dr. A. Frigon, assistant general manager, Canadian Broadcasting Corp., told the Parliamentary Broadcasting Committee at Ottawa on June 17. The completed center will broadcast in six different directions, with two programs going out simultaneously in different directions, or one program on two different frequencies in one direction, he told the committee. It will provide world-wide shortwave coverage. To build the shortwave center, 124 acres of land had to be purchased at Sackville, and the CBC station there now, CBA, 50 kw. on 1070 kc, will be enlarged to three times its present physical size.

Vallee Leaves July 1

RUDY VALLEE, star of his own program on NBC under sponsorship of Sealtest Inc. (dairy products), is leaving the show for the duration after the July 1st broadcast to complete his advanced training course in the U. S. Coast Guard, in which he is now a chief petty officer with a bandmaster's rating. In his place on the NBC program, Joan Davis and Jack Haley will handles the m.c. chores. Although Haley has been mentioned as Vallee's successor, James McFadden, radio director of McKee & Albright, agency servicing the account, at press time said no decision would be made until after trial period. Hale is committed for six guest spots. With Vallee withdrawing, program title will be changed to *Joan Davis-Jack Haley Show*. Village store format is unchanged. Eddie Paul continues as musical director. Tom McAvity is agency producer.

SPECIAL Independence Day broadcast will be presented on CBS by the Writers War Board under the title of "One World", which is the title of Wendell Willkie's best-selling book. The program, to be heard 2-2:30 p.m., will deal with the theme rather than the contents of the Willkie book, and the author, along with Frederic March, will be featured. Dramatic portion will be authored by Ranald MacDougall and produced by William N. Robson, both of CBS.

EDGAR A. STEELE, partner and executive of L. M. Clark Inc., New York, research firm, has been appointed director of research and media of Maxon Inc., New York.

The TEXAS RANGERS *now*
Selling
Restaurant Chain
on
KALE
Portland
...also selling many other products on many other stations.
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

WHAM
"Your Western New York Salesman"
50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.
ROCHESTER, N. Y.
National Sales Representatives:
GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

5000 WATTS FULL TIME
630 KC.
BLUE NETWORK
KXOK
ST. LOUIS, MISSOURI
Represented by John BLAIR & CO.

XUM

50% FASTER!

New High Speed Wire Coast-to-Coast

United Press is taking another great stride to improve its radio news service.

It has arranged to step up its sending pace from 40 to 60 words a minute.

This means both quicker news and more of it—getting news flashes priceless seconds sooner, having time-room on the 24-hour wire for half again as much news and news-feature material.

Installation of new high-speed equipment for United Press clients has been ordered completed as rapidly as possible.

United Press is foremost among news services because it offers most. Its new word-a-second wire is a fresh example of the unceasing betterment which keeps United Press foremost.

UNITED PRESS *Radio News*

CBS Sustainers On Lighter Side

Summer Shows Announced to Fill Four Sponsored Periods

SUMMER SUSTAINERS lined up by CBS to replace four of its regular commercial programs taking summer hiatus periods are slanted toward the entertainment side, with comedy and music as the main features. Replacing *Burns & Allen* in the Tuesday 9-9:30 p.m. spot, July 6 to Aug. 31 will be *The Colonel*, a comedy program starring Col. Stoopnagle, who will be replaced in turn on his own Sunday quarter-hour for Schutter Candy Co.

Two programs, *Romance* and *Broadway Bandbox*, will serve as substitutes July 19 to Sept. 13 for the hour period Monday evenings currently filled by the *Lux Radio Theatre*. *Romance* dramatizes romantic happenings of the past, and the second show, a musical, stars Frank Sinatra and Raymond Scott's orchestra. *American Comedy Theatre*, starring Elliott Nugent, replaces *Camel Comedy Caravan*, July 9 to Oct. 8, during which time the last quarter-hour of the show will be discontinued and will not be picked up in the fall by R. J. Reynolds Tobacco Co., sponsor of the series. Program will be heard 10-10:30 p.m. Fridays instead of through 10:45 p.m.

The *Kate Smith Hour*, Fridays 8-8:30 p.m., will be replaced by a dramatic comedy program entitled *Corliss Archer*, July 2 to Oct. 1.

Mrs. Julia Kiene Wins Josephine Snapp Award

PRESENTATION of the 1942 Josephine Snapp Award will be made today (June 28) at the AFA convention in New York to Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Mansfield, Ohio. The award is made annually by the Women's Advertising Club of Chicago to the woman making the most outstanding contribution to advertising during the preceding year.

KENO Joins Blue

KENO, Las Vegas, Nev., on June 14 became a BLUE affiliate bringing the network's total to 158 outlets. Incorporated as Nevada Broadcasting Co., the station operates on 1400 kc., 250 watts.

WATL
COVERS ATLANTA
AT LOWEST COST
1400 KC
MBS
Represented by SPOT SALES Inc.

Don't
LET
RECORDING
PROBLEMS
GET IN
YOUR HAIR

LONE STAR CHAIN *with* LIVE TALENT *gives you* BIG TEXAS!

NO need to tell you how difficult it is to obtain recordings. You know this already. But we wonder if you know the real solution to reaching BIG TEXAS without recordings. It's easy if you'll take this friendly tip:

Let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it click in a big way over the LONE STAR CHAIN. The ever increasing number of network advertisers using Lone Star Chain with splendid results is proof enough to make you a believer without hesitation.

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.

AMARILLO
DALLAS
FT. WORTH
SAN ANTONIO
HOUSTON
CORPUS CHRISTI
WESLACO

Lone Star Chain ★

KGKO FT. WORTH - DALLAS
KGNC AMARILLO
KXYZ HOUSTON
KRIS CORPUS CHRISTI
KTSA SAN ANTONIO
KRGV WESLACO

First on New York's Dial...570

WMCA

America's Leading Independent Station

NBC

AIR CASTLE OF THE SOUTH

WSM

NASHVILLE, TENNESSEE

WHERE SALES MULTIPLY

50,000 WATTS • CLEAR CHANNEL

HALIFAX,
NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

FCC Enters Rate Field

(Continued from page 9)

mended by its law department, was that while regional networks should be shown some special consideration, in view of their peculiar operating conditions, the major networks nevertheless also sell programs on a regional basis. Thus, it was concluded, the modifications asked by Don Lee would tend to give that network an advantage and also to disrupt on short notice non-network programs of stations and advertisers.

The Don Lee contention that small advertisers would be reluctant to buy time, according to the Commission view, is not at this time supported by specific evidence. Moreover, it was felt the contention that regionals cannot sell unless programs can be put on within two to four weeks, is not borne out by specific evidence.

Apropos the suggestion for territorial exclusivity, the Commission is said to have concluded that there is no reason the "first call" provision of the rules should not suffice. Don Lee contended that a small station might turn down a commercial program to retain a network sustaining and prevent a competitor from getting the sustaining program. The Commission, however, is understood to have concluded that there is no justification in treating regionals differently in this matter.

It was held that the regulations do not actually prevent 14-day clearance, but retain the right of a station to the 56-day notice, which the Commission felt should be protected.

In countering the Don Lee contention that the larger outlets on the Coast are on the major networks, the view of the Commission was that recognition of these claims would require a different set of rules for each network.

Contracts Studied

Meanwhile, the FCC law department, under General Counsel Charles V. Denny and Assistant General Counsel Rosel Hyde, in charge of broadcasting, was busy examining new contracts and modifications designed to conform with the regulations. A number of questions regarding the applicability of the rules to particular stations have been received, but the only petition requiring formal action was that filed by Don Lee.

Chairman James Lawrence Fly, at a press conference last Monday, said the plan was "working splendidly"; that no complaints had been received, and that all remarks he had heard indicated the stations "have been very pleased."

Asked about network reactions, Mr. Fly said some of them "are pleased" but he did not believe the two "big networks" were, although he was inclined to think that even they "will see it was better than they thought". Then he said he was "a litle bit regretful to see them heading up a campaign of political pressure" using the "ever available facilities of the NAB". He said apparently they are "canvassing everybody in all precincts to turn on their pressure in Congress."

Mystery Letter

Making it abundantly clear that he didn't like this opposition, Chairman Fly said he imagined all of it would "come out in the open". He alluded to "apparently inspired editorial comment sent out from Washington in an unidentified and unidentifiable envelope". "Well," he said, "the Black Committee public utility hearings brought such things to light and this will come to light eventually."

Questioned about the content of the mysterious envelope, Mr. Fly said: "I am not going to give it any more publicity," but added, it was "that oft-repeated argument that leaving the stations free to choose whatever programs they consider best in the public interest is in some way restricting freedom of speech."

Asked about his appearance in executive session, before the House Select Committee to investigate the FCC the preceding week [BROADCASTING, June 21], Mr. Fly declined comment other than to say that he made a "very short visit" and that the matter was not of "great concern". Three members of the five-man committee were present. Reports from the committee were that the appearance was uneventful and covered only one minor aspect of the inquiry on which public hearings are scheduled to begin shortly.

Mr. Fly alluded to the "erroneous information" in the press about the date of the start of the Cox inquiry. He said he had no further engagements scheduled with the Cox committee.

Southern Bell Spots

SOUTHERN BELL Telephone & Telegraph Co., Atlanta, is demonstrating the proper use of the telephone in wartime in a series of spot announcements produced by NBC Radio Recording Division, and aired on an undetermined number of outlets throughout the South. Agency is Tucker Wayne & Co., Atlanta. Drive is part of a nationwide campaign on the part of subsidiaries of AT&T to promote conservation of telephone facilities [BROADCASTING, May 31].

Starr's Appearances

COINCIDENT with the premiere held June 24 in New York of United Artists new release, "Stage Door Canteen", Martin Starr of the radio division of UA, has been making a series of personal appearances on local radio stations to discuss highlights of the picture. Some of the programs on which he appeared were Martha Deane's series on WOR; Frances Scott on WHN; *Other People's Business*, WQXR, and Art Green's program on WMCA.

TIME EQUALIZER

WOW Gadget Keeps Net, Studio Clocks in Line

Herold With Synchronizer

A DEVICE to synchronize studio and network clocks, overcoming a problem arising from load variations on local power lines, has been developed at WOW, Omaha, by Joe Herold and Glenn Flynn, staff engineers.

Using a simple dial simulating a clock face, but with the figures running 1 to 6, the gadget enables the control operator to show exactly whether the studio clocks are ahead or behind the network, and exactly how much.

The Herold-Flynn device, a handy item in any network station's control room, can be easily made, according to its developers, who offer the idea to their fellow operators with their compliments.

New Beecham Series Offered

SIR THOMAS BEECHAM, British conductor, has signed a contract for exclusive rights to his radio activities with Basch Radio Productions, New York. A half-hour network program, featuring the conductor, a symphonic orchestra, and Lady Beecham, pianist, is being offered to agencies under the title, *Presenting Sir Thomas Beecham*. Sir Thomas has conducted a number of major American symphonic groups on the air, including a series of broadcasts for the *Ford Sunday Evening Hour* on CBS. Currently touring Canada he will soon conduct concerts in the U. S. and Mexico.

AS CONTEST winner on the Graham Co.'s *Redbow Amateur* program on WOV, New York, James Caputo has been awarded a 52-week scholarship for voice study. Runners-up in the contest received War Bonds. Aired in behalf of Redbow dried foods, the weekly half-hour program was discontinued for the summer with the June 19 broadcast. Agency is Blaine-Thompson Co., New York.

THE BRIGHT SPOT of Eastern New York

SCHENECTADY
TROY
ALBANY
WTRY
The Buying Triangle

Only BLUE Network Station Covering this Area

Cash Give-Aways Big in Chicago

Nine Are Running Currently, In Resurgence of Popularity

A TOTAL of approximately $3,200 is awarded weekly to Chicago listeners by seven Chicago stations in what appears to be a midwestern resurgence of cash give-away programs. WBBM broadcasts three cash give-away programs: *Sound-O*, half-hour weekly sponsored by the *Chicago Sun*, which awards 115 prizes to listeners totaling $1,000 weekly, and *Mr. Moneybags* and *Try and Stump Us*, which are quarter-hour five-a-week sustaining shows. The former pays listeners one dollar each when studio talent fails to play songs requested by mail and the latter awards cash to listeners chosen at random from telephone books, who are asked to identify the song being sung on the program at the time they are called.

The latest addition to jack-pot shows is the *Times Quiz Time*, on WIND, a five-minute program broadcast 10 times daily and sponsored by the *Chicago Daily Times*. The *Times* will award a total of $6,000 during the next eight weeks.

Mr. Moneyman, broadcast on WAIT for five minutes every half-hour throughout the day, awards five dollars to the listeners identifying the selection played when the telephone call is made. Other cash give-away programs are *Wheel of Fortune*, quarter-hour program sponsored on WGN and WCFL six days by Hirsch Clothing Co., Chicago; quarter-hour *Rhymster Tyme*, featuring Eddie and Fannie Cavanaugh five days a week on WLS; *Jackpot*, half-hour five days a week on WAAF; and *Do You Know the Answer?* on WCFL thrice daily for five minutes five days a week. The latter program is a syndicated feature owned by the W. E. Long Co., Chicago, and is sponsored on a participating basis by Ward Baking Co., New York (Tip Top Bread). Fij-oil Shampoo, Chicago, and Dad's Root Beer Co., Chicago.

WOKO Hearing July 1

PETITION of WOKO, Albany, N. Y., to continue from July 1, 1943, hearing on application for renewal of license was denied on June 24 by the FCC. The hearing involves alleged failure of WOKO to reveal fully the facts of its stock ownership. Linking the name of Sam Pickard, former member of the old Radio Commission, with the proceedings, the Commission had previously announced it designated the WOKO application for hearing "to determine whether the representations and statements made to the Commission with respect to the ownership or transfer of subscription to, or consideration paid for the stock of WOKO Inc., truly and accurately reflect the facts."

WJZ Transmitter Moving; OWI Asked Room for New Shortwave Equipment

THE BLUE was granted FCC permission last week to move the 50 kw. transmitter of WJZ, New York, and its 25 kw. auxiliary transmitter, from the NBC transmitter house at Bound Brook, N. J., to a separate WJZ transmitter house at Lodi, about 15 miles closer to New York.

The application, previously approved by the WPB, was part of an arrangement between NBC and the OWI on installation of four new shortwave transmitters at Bound Brook to participate in the radio war against the Axis.

Saving in Material

James O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch, explained that OWI had asked removal of the WJZ equipment when a study of Bound Brook facilities indicated that more than $100,000 worth of critical material could be saved if NBC could arrange to house the additional shortwave transmitters. He said the saving would be in both critical material and in manpower needed to serve transmitters grouped under one roof.

When OWI looked over the Bound Brook facilities, Mr. Weldon said, its engineers found two NBC shortwave transmitters already functioning at that location, while WJZ's two medium wave transmitters filled the remaining space. By removing the 50 kw. transmitter, and most of the auxiliary, it was found that four new shortwave transmitters could be accommodated.

Mr. Weldon said OWI would provide three of the new transmitters, and that NBC intended to build the fourth from components on hand. Part of that equipment it is believed will come from the WJZ auxiliary, which will be reduced to 10 kw. under an application approved by FCC at the same time permission to move was granted.

OWI has dealt only with NBC, Mr. Weldon said, although BLUE has a separate agreement to govern removal of the equipment. Under the arrangement, OWI agrees to dismantle the transmitters and remove them from the transmitter house. Purchase of land, construction of a new house and installation of the equipment will be carried on the BLUE.

According to the plan, WJZ's auxiliary transmitter and main tower will be moved first. When they are installed, transmitter and the auxiliary antenna will be transferred.

Arbiters to Rule

A DECISION is expected within the next two weeks in the dispute between WBBM, Chicago, and the AFRA Local on the fee paid to Paul Brentson, announcer, handling the news broadcast sponsored on WBBM by Socony-Vacuum Corp., New York. The case was submitted to a three-man arbitration board consisting of Harry D. Taft, assistant dean of law at DePaul U, Frank K. Bowden, attorney selected by WBBM, and Judge George L. Quilici of the Chicago Municipal Court, who was selected by the first two board members.

COMBINED Canadian Army, Navy and Air Force Friday evening *Comrades In Arms* program, July 2 on the CBC network, will feature birthday celebrations to mark Dominion Day, July 1, and Independence Day, July 4. Major Raymond Massey of the Canadian Army will present "Fortress Without Guns", by Major R. A. Diespecker, Canadian Army radio public relations officer.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

*** C. E. HOOPER, Inc.**
Blue Network
Headley-Reed, Rep.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York · Chicago · San Francisco

Mrs. Miniver on Air

HENRY SOUVAINE, New York, is preparing for production a radio program based on Jan Struther's book, *Mrs. Miniver*, with broadcasting rights having been secured in cooperation with Clark H. Getts, Miss Struther's literary representative. Script is being written as a half-hour network show, and has been submitted to Procter & Gamble on a package program deal, through H. W. Kastor & Sons, agency for P & G's Drene shampoo, Pall Mall soap and other products. Miss Struther would serve as collaborator, and possibly as narrator for the series.

NEW SUBSCRIBERS to the transcribed syndicated series *Imperial Leader*, produced by Kasper-Gordon, Boston, are Richmond Dry Goods Co., on WMBG; HP5G, Panama City; W. G. Avery Body Co., Jackson, Miss., on WSLI. The discs, which carry a dramatized life story of Winston Churchill, were made in Australia with a British cast and are considered an outstanding educational series.

Show HOME FORUM
New Time 2^{30} to 3 P.M.
Day MON. thru FRI.

1395 returns from 5 announcements by Ann Holden

When Ann Holden shifted her popular Home Forum to an afternoon time five announcements on her first five days at the new time brought 1395 replies—an average of 279 per announcement. You can now buy Ann Holden's established audience on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

KGO
SAN FRANCISCO-OAKLAND

810 K. C. 7500 WATTS
Blue Network Company, Inc.

SURE SHOT IN IDAHO!

KSEI
POCATELLO · IDAHO

Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR
Winston-Salem, North Carolina

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on WSAY —*if the network they are on cannot furnish coverage here*

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THIRD LARGEST MARKET in the COUNTRY'S GREATEST STATE

WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
ENGLISH · JEWISH · ITALIAN
The roster of advertisers using WEVD year after year reads like a "Who's Who" in National Advertising. List on request.
HENRY GREENFIELD, MANAGING DIRECTOR
WEVD—117 W. 46th Street New York, N. Y.

AFM Names Group

(Continued from page 9)

Mr. Petrillo said that the following week, after the meeting had disbanded, he had received a second message from the conciliator offering to come to Chicago with representatives of the transcription companies, to which the union head had responded that he could not deal without his board and that he would get in touch with Mr. Fitzpatrick on his return to New York.

'Will Deal'—Petrillo

Declaring that "we will abide by whatever the Government wants us to do" and reiterating his previous pledge that "if the President requests it, the men will go back to work," Mr. Petrillo stated, "If we never make another record or transcription it's all right with us; but as long as the companies want to do so we'll sit down with them to try to work out a deal."

Following a remark by Mr. Padway that "it is hardly just or sensible" to separate transcriptions from phonograph records as transcriptions are only a small part of the overall problem," Mr. Petrillo said that the transcription industry is so small that "its entire take is only $4,000,000 a year and its net only $250,000 at best. If we got all the profits we'd still have nothing." He contrasted this with the phonograph record business, from which, he stated, the union, "with any kind of a fee, could collect from $15,000,000 to $20,000,000 a year."

Repeating the statement he had made to BROADCASTING at the conclusion of the Chicago board meeting [BROADCASTING, June 14], he said that the AFM had withdrawn the fee plan as a measure for settling the transcription strike when they found how little money would be involved and instead had asked for control of the use of transcriptions, with the right to stop service to any station against which the union was striking and had declared unfair. This offer was rejected, he said, on the grounds that if they complied the companies would be violating the Federal laws.

FTC's Jurisdiction Sustained by Court

FEDERAL courts cannot issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, the U. S. District Court for the District of Columbia held in dismissing the suit of Miles Labs., Elkhart, Ind., last Monday. Miles Labs., makers of Dr. Miles' Nervine, Dr. Miles' Nervine Tablets and Dr. Miles Anti-Pain Pills, with annual sales in excess of $900,000, had sought to have the Court pass upon jurisdiction of the FTC to issue a complaint charging the corporation with engaging in certain practices in violation of the Federal Trade Commission Act [BROADCASTING, March 8, 1943].

MUSICIANS RETURN TO BURNS PROGRAM

SPIKE JONES and His City Slickers were back on the Bob Burns program last Thursday after the AFM had discovered that Lever Bros., sponsor of the program for Lifebuoy Soap, and NBC, on which the series is broadcast, were not violating any of the union's rules in permitting WMAQ, Chicago, to record it off the lines for a delayed broadcast. Belief that there was such a violation had led the union to pull the musicians from the broadcast of June 17.

James C. Petrillo, AFM president, told BROADCASTING the union's rule against recorded repeat broadcasts had been enacted to prevent a double performance for which the network is paid twice but the musicians only once. When the AFM learned that union musicians were used, and paid on both the original broadcast of the Bob Burns program for the East and the repeat for the West, Mr. Petrillo said, the objections to the recorded repeat for Chicago were withdrawn. Burns, incidentally, goes off the air for the summer following the July 1 broadcast with a comedy show *That's Life With Fred Brady*, filling in until fall.

Another Lever Bros. program, *Mayor of the Town*, broadcast for Rinso on CBS on Wednesdays, will be musicless for the summer, according to Ruthrauff & Ryan, New York, agency handling both programs. AFM has asked for the employment of nine musicians, or the payment of stand-by fees for that number, if an organ or other musical instrument is used for theme and bridge music during the dramatic broadcasts.

Insurance Firm Seeking Sale of WCSC to Rivers

VOLUNTARY assignment of the license of WCSC, Charleston, S. C., to John M. Rivers, president and general manager, on a 12-year plan, entailing payment of $1,200 per month to Liberty Life Insurance Co., Greenville, owner of the station, is proposed in an application filed with the FCC last week by South Carolina Broadcasting Co., licensee. Mr. Rivers, head of the station since 1938, would procure the property on a basis paralleling the plan by which WOW, Omaha, was released to a new company headed by John J. Gillin Jr., its general manager, approved by the FCC several months ago.

The contract carries no "reversionary clause." Mr. Rivers sought to buy the station in 1940 for $115,900, but the Commission vetoed the transfer on the ground that only a partial transfer would be effected under the proposed conditions of sale and that Liberty Life would retain "substantial financial control of the licensee corporation" while Mr. Rivers assumed "no personal financial obligation."

N. R. HOWARD, Assistant Director of Censorship in charge of the Press Division, resigned last Friday to resume his duties as editor of *The Cleveland News*. Jack Lockhart, managing editor of *The Memphis Commercial Appeal* (WMC), supervisor of the press division night desk, will be acting assistant director.

ANNOUNCING

Appointment of

THE BRANHAM COMPANY

as National Advertising Representatives for

RADIO STATION

WSAZ

1,000 Watts • 930 Kc. • Blue, West Va. Networks

HUNTINGTON, W. VA.

NOTICE!

TO ALL AFFILIATED STATIONS

The special A P radio wire will go to 60 words per minute, as contrasted with the present 40 speed sending, just as soon as the necessary equipment can be installed.

There are both mechanical and technical difficulties involved—made doubly difficult because the A P service has been constantly expanding, thereby utilizing all available facilities—but the change will be made at the first possible moment.

This is a step that has been contemplated ever since the special A P radio wire, inaugurated in 1941, became a nationwide circuit last year.

Press Association, Inc.
Radio subsidiary of The Associated Press
50 Rockefeller Plaza, New York, N. Y.

Fund for OWI Supported

(*Continued from page 11*)

ful assistance to us." Miller McClintock, president of Mutual, told Sen. McKellar he was "deeply distressed over possible elimination of the Domestic Branch." He said "this bureau has been of immeasurable value in systematizing war information to our people and has brought order out of chaos in wartime radio."

Among the individuals who wired Sen. McKellar was William Allen White, Emporia, Kan. publisher, and lifelong Republican. Mr. White complimented Elmer Davis and insisted that OWI had made "no mistakes that had not been made in the war administrations of Lincoln, McKinley and Wilson." The National Newspaper Guild, and the CIO also stated their support.

Taber Charges

Meanwhile, back in the House, Rep. Taber (R-N.Y.), who had supported OWI in the vote June 18, charged the Overseas Branch had illegally paid $400,000 to Shortwave Research Inc., New York, a firm which Rep. Taber asserted employed two persons listed by the Dies Committee as "subversive." Mr. Taber said he had asked members of the Senate Appropriations Committee to study the charges at hearings this week.

Officials of the Overseas Branch told BROADCASTING that OWI's contract with Overseas Research Inc., had expired last March. They said the organization had been established in the spring of 1942 at the suggestion of Brig. Gen. Wm. J. Donovan. It specialized in translating unusual languages. OWI assumed the contract obligations after they had been examined and approved by attorneys of the Office of Emergency Management, officials explained. Since the Overseas Branch is now equipped to handle this work with its own staff, services of Overseas Research have been disposed of.

Promptly following the angry action of the House in abolishing OWI's Domestic Branch, reports spread in radio circles that if the Senate sustained the action, the Administration would be inclined to turn over to the FCC, meaning Chairman Fly, the whole matter of radio program funneling and distribution.

This, however, was regarded as unlikely for several reasons. First, the FCC, under the specific terms of the law, is prevented from assuming any degree of control over programs, though the Frankfurter opinion of May 10 takes an opposite view. With that whole question in controversy and with disclaimers by Chairman Fly that the Commission will handle programs, it was thought such a course would be unwise and unlikely, even if fostered in New Deal circles.

At a special press conference June 19, Mr. Davis said that should the Senate sustain the House action, "there would be no more OWI" and that he would resign.

The House, by a two-to-one vote, eliminated the proposed $5,500,000 appropriation for the Domestic Branch altogether. The budget Bureau had requested $8,865,000 for the branch, but the Appropriations Committee had trimmed the figure to $5,500,000. Approximately 1,500 of OWI's 4,000 employes would be cut off.

The Branch's radio bureau, which has won unstinted praise from the industry, includes only 63 employes. However, certain other sections of the Domestic Branch, headed until last week by Gardner Cowles Jr., are coordinated with the radio bureau in handling of time clearance matters, campaigns and program developments.

HANDSHAKE seals the contract signed by Miller McClintock (left), MBS president, and Antonio Rojas Villalba, vice-president of Radio Mil, for exchange of programs between the 36-station Mexican network and Mutual [BROADCASTING June 21].

The general view around Washington was that the Senate would not be disposed to let the OWI domestic operations die. The same held true in connection with the $35,000,000 slash in OPA funds for the ensuing fiscal year, from the committee recommendation of $165,000,000.

It was thought that while both houses of Congress are in open rebellion against the activities of these war agencies, that sufficient funds would be restored to permit certain of the operations to continue, even if on a curtailed basis.

One thing appeared certain as a result of the OPA action, however. Grade labeling, agitated by consumer and labor groups with Mrs. Roosevelt as an outspoken supporter, appears to be scuttled for the duration. It was doubted whether the Senate would seek to knock out the House action blocking grade labeling or standardization of food or other products.

Davis the Target

Reason for the House decapitation of the Domestic Branch was ascribed largely to the "pamphleteering" and the purported "fourth term propaganda" in favor of President Roosevelt. But the wrath that fell upon the head of Mr. Davis covered a maze of activities of OWI and had much to do with Mr. Davis' own political complexion and antecedents.

His now famous and ill-starred speech before the American Newspaper Guild convention in Boston, criticizing the handling of news by Washington's newspaper reporters appeared to have been the last straw. But before that ill-advised speech, members of the Republican minority on both sides of Congress had vehemently attacked Mr. Davis as a "propaganda minister," particularly because of his combined network commentaries on Fridays (with a repeat on Mutual on Saturdays).

It was after Rep. Starnes (D-Ala.) had told the House that America "wants no Goebbels or Gayda in Washington," that the body voted 218 to 114 to erase from the war agencies appropriation bill the OWI home front operations item. The action in no way impaired OWI's foreign program, for which the House approved $28,972,504.

CONGRESS' BLOW AT OWI PROTESTED

BERT GEORGES, general manager of WHEB, Portsmouth, N. H., has written to New Hampshire Senators Charles Tobey and Styles Bridges, and to Rep. Chester E. Merrow, to protest the action of the House in withholding all funds from OWI's Domestic Branch, with the intent of killing that agency.

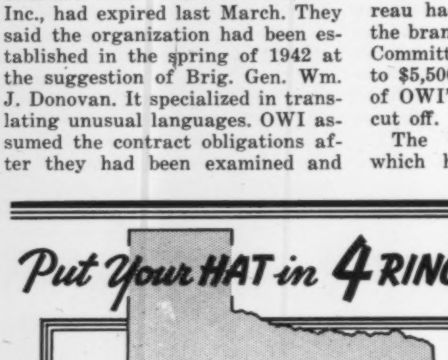
"I for one," Mr. Georges wrote, "feel with the facts in my possession, that the Office of War Information is a very necessary domestic bureau." He suggested that "all members of Congress be completely informed on the policies and functions of OWI, before recommendation is made for the abolishment of this office in its handling of domestic war information."

Objecting to the idea that some members of Congress reportedly entertain, that newspapers can carry on the domestic war information job, Mr. Georges said, "We in radio resent newspapers being set up or referred to as the public informant, whereas many surveys show that radio, by a great margin, is the dominant news source of the American public."

Loose-Wiles Campaign

LOOSE-WILES BISCUIT Co., Kansas City, will engage in an extensive campaign in radio and other media in the fall. Firm is currently a participating sponsor in Arthur Godfrey's program on WTOP, Washington, and also uses Cedric Foster's five-weekly news program on Yankee Network. Details of the fall drive have not been revealed. Agency is Newell-Emmett Co., New York.

Put Your HAT in 4 RINGS at Once!



Four rings combine to give you greater primary coverage of the rich South Texas area than any other station or group. All 4 stations with good local programs, good merchandising departments working closely with wholesalers and retailers in each locality, good local coverage of the entire territory at exceedingly low cost to you.

SOUTH TEXAS' RADIO PACKAGE

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS

NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

WDRC

CONNECTICUT'S PIONEER BROADCASTER

$5,028.60 PER FAMILY

The rich pearl inside WDRC's Primary Area is the Hartford Trading Area—with an Effective Buying Income of $5,028.60 per family—second highest among trading areas in the U. S. A. For complete coverage, use WDRC—Basic CBS for Connecticut.

CBS

WHEATAMIN PLACES MORE NEWSCASTS

STARTING in radio with a small appropriation less than six months ago, the De Pree Co., Holland, Mich., producer of Wheatamin, vitamin product, has expanded in six months into a radio account with an expenditure of about $60,000 this year. The company tested radio last January with a five-a-week quarter-hour newscast on WKZO, Kalamazoo, Mich., and the product immediately caught on.

The company has recently purchased six early morning quarter-hour news programs on WLW, Cincinnati, and three five-minute morning newscasts on WCCO, Minneapolis, and renewed its time on WKZO, and on WIND, Gary-Chicago, where five-minute newscasts are aimed at a war worker audience every hour all night long. Roche, Williams & Cunnyngham, Chicago, is agency. Phil Stewart is account executive.

Kenney Joins WFMJ

KAY KENNEY syndicated columnist and author of scripts for stage and screen celebrities, has joined WFMJ, Youngstown. She is conducting a new type of women's column, *Kay Kenney's Conclusions*, in which much of the usual conversation about cooking and housework is discarded. Miss Kenney has done newspaper, magazine and syndicate work and has written for various radio programs.

JACK HEINTZ, manager of WCBS, Springfield, Ill., has been commissioned lieutenant (j.g.) in the Navy and will report for Quonset Point, R. I., for indoctrination. He will be succeeded by Carrol Neeld, local sales-manager of the station.

Every List of *Active Markets* includes

THE TRI-CITIES

America's 40th Market

San Antonio	253,504
Providence	244,791
Akron	223,844
Omaha	
TRI-CITIES	**211,000**
	210,718
Dayton	205,967
Syracuse	204,424
Oklahoma City	203,341
San Diego	193,694
Worcester	193,042
Richmond	

*Census Bur. Est. (1942)

Smart merchandisers realize this market is *not* 3 separate major cities—Rock Island, Moline, Davenport (plus 8 urban communities)—but, actually, a single unified *city* with 211,000 war-prosperous customers.

And . . . their popular, right-at-home "salesman" in Illinois and Iowa, is—

WHBF

5000 WATTS 1270 KC

BASIC MUTUAL NETWORK

Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

NAB Is Honored By U. S. Flag Assn.

'Cross of Honor' Given For Work in Bond Sale Drive

AWARD of the Cross of Honor of the United States Flag Association to the NAB, in recognition of "distinguished service" in connection with the observance of Flag Week during which 100 million dollars worth of war bonds were sold, is scheduled today (June 28) in Washington. Neville Miller, NAB president, was to receive the award from Walter D. Fuller, president, Curtis Publishing Co., and executive chairman of the association.

Honor for NAB

10,000 Plugs

A similar award was to be made to the nation's newspapers for their contribution to the campaign, conducted under joint sponsorship of the Flag Association and the Treasury. The campaign was held during the week June 8-14. Analysis showed 535 stations made a total of more than 10,000 Flag Week announcements. In addition, special programs were broadcast, many of them over the networks.

The citation to accompany the award to the radio stations reads:

> In recognition of distinguished service by this agency of public information, education and entertainment whose high ethical standards and conduct give to the American people further reason to be proud of the efficacy of our Constitutional guarantee of freedom of speech as exercised by a private industry under our democratic system of free enterprise. The contribution of America's radio broadcasting stations to the success of the Flag Week War Bond Campaign of 1943 is an additional compliment to their magnificent record of unselfish service to the ideals and institutions symbolized by the Flag of the United States.

Cox Questionnaire

(*Continued from page 10*)

two years your station has operated on a temporary license granted by the Federal Communications Commission.

Will you be good enough to inform the Committee promptly:

(a) The date(s) when you were put on a temporary license basis, the period(s) of such license(s) and whether your station is still operating under such a license.

(b) The facts and circumstances so far as known to or learned by you, directly or indirectly, which caused your station to be put under temporary license(s).

(c) Enclose copies of all written notices or communications received by you from the Federal Communications Commission in respect to the failure or refusal to renew your standard license(s) and the grant of temporary license(s).

(d) Whether representatives or agents of the Federal Communications Commission have interviewed any of your directors, officers, employees or persons connected with or using the facilities of your station during the past two years.

(e) If the answer to (d) is in the affirmative please advise:

1. The name(s) of such Federal Communications Commission representatives and the date(s) and place(s) such interviews were had.
2. The name(s) of the person(s) interviewed.
3. The subject of inquiry(ies) with each such person.

(f) Whether in your opinion the Federal Communications Commission has been factually justified in placing your station on a temporary license basis and a statement of the action taken by you to be put on a standard license basis.

(g) The name of your Washington attorney.

(h) Is your station a foreign language broadcasting station.

(i) Have any FCC questionnaires pertaining to license renewals received by your station contained interrogatories seeking detailed, specific information as to foreign language programs and broadcasts? If so please furnish the form numbers, and state when they were received.

(j) Any further information which you desire to submit to the Committee for its consideration whether or not related to the foregoing inquiry.

In answering please be good enough to repeat the above inquiries above your answer.

KIEV Sale Hearing

THE FCC has designated for hearing the application, filed last March, of Marshall S. Neal, individually and as trustee of all other stockholders, to transfer control of Southern California Broadcasting Co., licensee of KWKW, Pasadena, to I. W. Peters, general manager of KIEV, Glendale, Cal., and owner of the National Motel System, with headquarters in Glendale. Mr. Neale, a Pasadena merchant when KWKW was authorized in 1941, has been its general manager and principle owner. Mr. Peters would pay $1 per share for all common stock, 5,355.67 shares. KWKW operates with 1 kw. daytime on 1430 kc.

GARNET GARRISON, formerly director of the radio division of Wayne U. before joining NBC in December 1942, has been named assistant production manager of NBC in charge of dramatic programs. N. Ray Kelly, NBC eastern division production manager, also announced addition to the production staff of Jack E. Hill, former production director at NBC's Chicago headquarters.

INTERESTED IN THE CAROLINAS?

◆

INVESTIGATE

WSPA

AT

SPARTANBURG

5000-1000 WATTS • CBS

REPRESENTED BY

HOLLINGBERY

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

KGW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts—620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 19 TO JUNE 25 INCLUSIVE

Decisions . . .

JUNE 21

W3XWT, Washington, D. C.—Mod. CP to extend completion date for experimental television station.

WORK, York, Pa.—License cover CP for DA-N.

WJW, Akron—Mod. license to change name of licensee to The Akron Broadcasting Co., vol. assignment CP for new transmitter, change frequency, etc., from Akron Broadcasting Co. to WJW Inc.

FIRST Baptist Church, Pontiac, Mich.—Extension authority transmit programs to CKLW, Windsor, Ont., beginning Aug. 8.

KMA, Shenandoah, Ia.—License cover CP for DA-N, increase power.

KRLH, Midland, Tex.—Invol. assign. license to Millard Edison, executor estate of Clarence Scharbauer, deceased.

JUNE 22

WHDH, Boston—Granted petition for cancellation hearing filed by WHDH, and motion to reconsider and dismiss petition for rehearing and cancel hearing filed by WJW, re application involving use of 850 kc. frequency.

WJZ, New York—Granted CP move main and aux. transmitters Bound Brook, N. J., to Lodi, N. J.; install new aux. transmitter, antenna, change operating power of aux. 25 to 10 kw.

WBAX, Wilkes-Barre, Pa.—Granted 90-day extension of temp. license pending decision in so-called Wilkes-Barre cases.

KWKW, Pasadena—Designated for hearing application to transfer control of Southern Cal. Broadcasting Co., licensee, from Marshall S. Neal, individually and as trustee of all other stockholders, to L. W. Peters.

KGGF, Coffeyville, Kans.—Granted CP for new transmitter, subject to action on license renewal.

Don Lee Broadcasting System—Denied without prejudice petition to modify regulation 3.104 to permit regional networks exercise option on 14 instead of 56 days' notice.

W49PH, W53PH, W69PH, W73PH, W57PH, Philadelphia—Granted petition for waiver for 90 days requirements of rule 3.261, to permit operation under cooperative plan.

W41MM, Winston-Salem—Granted license renewal to July 1, 1944.

W39B, Boston—Same.

W69PH, Philadelphia—Granted license renewal to June 1, 1944.

W5XAU, Oklahoma City—Granted further extension, temp. basis, to August 1, 1943, pending determination on application for license renewal.

W9XLA, Denver—Same.

W2XWE, Albany, N. J.—Same.

Beauford, H. Jester, Waco, Tex.—Ordered granted petition for continuance of oral argument on application for CP new standard broadcast station; continued to Oct. 6.

WINS, New York—Granted mod. CP for power increase, change hours, new transmitter, etc., for extension completion date June 6 to Dec. 6, 1943

WOKO, Albany, N. Y.—Denied petition continue from July 1, 1943, hearing on license renewal.

KSJB, Jamestown, N. D.—Adopted order, effective 12:01 a.m., June 26, 1943, cancelling special service authorization of June 1, 1943, to operate on 600 kc. for period pending hearing and determination on application for mod. license to decrease N power, change frequency 1400 to 600 kc.

Tentative Calendar . . .

WHDH, Boston, WJW, Akron—CP 850 kc., 5 kw., unlimited, DA-N; mod. CP for 850 kc., 5 kw., unlimited, DA-DN (consolidated hearing June 30).

WJRM, Elkins, W. Va.—Mod. CP for 1240 kc., 250 w., unlimited (June 28).

WOKO, Albany, N. Y.—Renewal license 1460 kc., 500 w. N, 1 kw. D (July 1).

McLARENS Ltd., Hamilton, Ont. (processed foods), has started twice weekly studio quiz show on 15 Canadian stations from coast to coast. Account was placed by Russel T. Kelley Ltd., Hamilton.

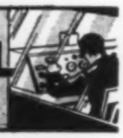
CBS Staff Changes

CBS ENGINEERING department changes include departure of studio technicians Oscar Presnell and Sy Samuels for the Army. H. A. Porter has joined the maintenance department and Barney Zweig, technician, has moved to the shortwave studio. Former staff technician of the Columbia Island transmitter of WABC, CBS outlet in New York, Dramin Jones is now assistant supervisor of the network's maintenance department, while Hugo Busch, formerly on the maintenance staff, is doing mechanical engineering in the construction and building operations department. Ralph Novick and Harry L. Side have joined the apprentice training staff.

KXOK Names Blair

APPOINTMENT of John Blair & Co. as national representatives has been announced by KXOK, St. Louis, effective June 25.

in the CONTROL ROOM



AL PRATT, formerly with transmitter staff of WRUL, Boston, is to join WERC, Erie, as assistant chief engineer.

CHARLES W. ROBINSON, master control engineer of WCAU, Philadelphia, has been commissioned a lieutenant in the Navy, Aviation Volunteer Special, and reports to a Midwest camp.

HAROLD W. POWELL, formerly with Eccles Disc Recordings Inc., Hollywood, and KPRO, Riverside, Cal., has joined BLUE Hollywood as temporary replacement for Ralph Priest, on leave.

ALBERT H. CARR has been appointed chief engineer of Fada Radio & Electric Co., Long Island City, N. Y. Mr. Carr was chief engineer with WTHT, Hartford, prior to joining the Fada organization.

JAY TAPP, former chief engineer of KGER, Long Beach, Cal., and now in Government service, is the father of a girl born June 17.

MARY E. MARBLE, from the Signal Corps Ground Signal Service at Ft. Monmouth, N. J., has joined the control staff of WTAG, Worcester. W1XTG, FM adjunct of WTAG, has an all-girl staff comprised of Mary Lou Evans, Gladys Tomajan, and Olive Merrill.

ELWOOD CHILDS, control engineer of WFIL, Philadelphia, has resigned.

ALLEN B. DU MONT Laboratories, Passaic, N. J., has issued a reference manual of Du Mont cathode-ray tubes and instruments, about 100 loose-leaf pages bound in a leather cover.

How To Lick The

Engineering Personnel Problem!

—IF you have limited license holders on your engineering staff . . .

—IF you are in need of qualified engineering personnel with technical ability . . .

—IF you are employing non-draftable men and women with limited technical experience . . .

. . . then CREI extension courses in Practical Radio Engineering will enable you to train your staff *on the job.* CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today; to—

E. H. Guilford,

CAPITOL RADIO ENGINEERING INSTITUTE

Dept. B-4, 3224 16th Street, N. W., Washington, D. C.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PENNZOIL Co., Los Angeles, on June 30 starts for 52 weeks *Faces & Places In the News*, on 32 Don Lee Pacific Coast stations, Wed., 6:15-6:30 p.m. (PWT). Starting Aug. 2 adds Mon., 6:15-6:30 p.m. (PWT). Agency Mayers Co., Los Angeles.

ADAM HAT STORES, New York, on Sept. 17 starts unnamed program on 130 BLUE stations, Tuesday., 8-8:15 p.m. Agency: Glicksman Adv., N. Y.

P. LORILLARD Co., New York (Old Gold cigarettes), on July 18 starts *Bob Crosby & Company* on 140 NBC stations, Sun., 10:30-11 p.m. Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

GOOD SHIP GRACE Inc., Los Angeles (religious), on June 17 renewed for 52 weeks *Haven of Rest* on 32 Don Lee Pacific stations, Tues., Thurs., Sat., 8-8:30 a.m. (PWT). Agency: Broadcast Adv. Co., Los Angeles.

PHARMACO Inc., Newark (Chooz), on July 11 renews for 13 weeks *Bobby Hookey* on 33 MBS stations, Sun., 10:45-11 p.m. Agency: Wm. Esty & Co., N. Y.

Network Changes

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on July 18 adds 80 BLUE stations and drops 48 NBC stations, making a total of 149 BLUE stations for *Walter Winchell*, Sun., 9-9:15 p.m. On July 18 (for Woodbury Soap) company adds 29 BLUE stations to *Chamber Music Society of Lower Basin Street*, making a total of 149 BLUE stations, at the same time shifting program, Sun., from 9:15-9:30 p.m. to 9:15-9:45 p.m. Agency: Lennen & Mitchell, N. Y.

CARTER PRODUCTS, New York (Arrid), on July 18 shifts *Jimmy Fidler From Hollywood* on 77 BLUE stations, Sun., from 9:30-9:45 p.m. to 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

LOCKHEED AIRCRAFT Corp., Los Angeles, (institutional), on June 28 replaces *Ceiling Unlimited* on 56 CBS stations, Mon. 7:15-7:30 p.m. (rpt. 11:15-11:30 p.m.) with commentaries by James Hilton. Agency: Foote, Cone & Belding, Los Angeles.

IRONIZED YEAST Co., Atlanta, on June 20 added 10 BLUE stations to *Good Will Hour*, making a total of 76 BLUE stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

SWEETS Co. of America, Hoboken, N. J. (Tootsie Rolls), on Sept. 13 adds 7 BLUE stations to *Dick Tracy*, making a total of 37 BLUE stations, Mon., Wed., Fri., 5:15-5:30 p.m. Agency: Duane Jones Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream) on July 17 adds 42 CBS stations to *Hobby Lobby*, making a total of 120 CBS stations, Sat. 8:30-8:55 p.m. (rpt., 11:30-11:55 p.m.). Agency: Ted Bates Inc., N. Y.

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall), on Oct. 11 shifts *Gracie Fields* on 136 BLUE stations to MBS stations, Mon., thru Fri., 9:15-9:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

HOLLAND FURNACE Co., Holland, Mich. has expanded to 35 CBS eastern and midwestern stations on *Smilin' Ed McConnell* heard Mon.-Wed.-Fri., 9:45-10 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

P&G Plug Change

IN A REVISION of the products promoted on its serial *Pepper Young's Family*, heard on both NBC and CBS, Procter & Gamble Co., Cincinnati, after July 1, instead of promoting both Camay and Chipso on both networks will discontinue announcements for Chipso. NBC broadcasts will be heard for Camay and Ivory Flakes, and the CBS program will promote Camay exclusively. Agency is Pedlar & Ryan, New York.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

ANNOUNCER-SALESMAN — Live NBC outlet has permanent position for draft deferred announcer who can also handle select list of advertising accounts. Salary plus commission. WSAV — Savannah, Georgia.

SALESMAN—Draft exempt. Permanent position in busy market with well-known station that backs its men with every assistance and results for clients. Salary and commissions. Please write fully. Manager, WFDF, Flint, Michigan.

RADIO SALES JOB WITH FUTURE—Drawing account and commission to career man or woman qualified to take full charge of Radio Sales and Production. Long established, financially sound, fully recognized Washington D. C. agency. Box 786, BROADCASTING.

Wanted Immediately — Experienced announcer, settled family man not subject to immediate induction. Also first-class licensed engineer, settled family man. Southern 250-watt network outlet in non-defense city. Give full details and state desired salary. Box 778, BROADCASTING.

Combination Engineer-Announcer — Give draft status, salary desired, all details. Also want announcer. Write KGFW, Kearney, Nebraska.

COMBINATION MAN — Engineering and announcing for progressive 250-watt station in south. Good living conditions; good salary for right man. State salary and experience in first letter Box 768, BROADCASTING.

Announcer-Assistant Program Director—Also announcer willing to learn engineering. Men or women. Network station. Box 784, BROADCASTING.

News Editor and Announcer—For one of the southwest's most important network outlets. Must be draft exempt, and fully experienced. Write, giving full details, to Box 783, BROADCASTING.

Announcer—Permanent position with 5 k.w. regional network station for draft deferred, experienced man. Box 781, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary, WMSL, Decatur, Alabama.

Technician—Permanent position for man with a family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WFDF, Flint, Michigan.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 782, BROADCASTING.

ANNOUNCER—Man or woman for modern 250 watt station in southern town. State salary and qualifications in first letter. Box 769, BROADCASTING.

Situations Wanted

Announcer — Draft exempt experienced showman and M.C. Five years radio, news, commercials, special events, go anywhere. Mal Murray, Victory Theatre, Sioux City, Iowa.

Production-Man, Writer, Announcer—With network experience. 4-F. Now writing and producing program ideas for sales department. Interested in future. Box 776, BROADCASTING.

Desired—Position as program or special features director. Over five years' experience, special features, programming, public relations. Married. Draft deferred. Box 774, BROADCASTING.

Situations Wanted (Cont'd)

Combination Announcer, Writer and Producer — Wishes position with Pacific Coast station. Some experience. Eighteen months deferred. Write Box 773, BROADCASTING.

Making Money?—200 stations didn't in 1942. I'll prove I can put your station into the profit column. Case histories furnished. I like tough jobs. Experienced, capable, draft exempt, excellent health, Kiwanian, Protestant. Box 772, BROADCASTING.

Station Manager—Versatile radio man, 14 years' radio-publication experience; sound knowledge of programs, traffic, personnel, selling and administrative work. Now employed manager network affiliate. Draft status 3-A. Excellent references. Box 770, BROADCASTING.

Chief Engineer—Married, child, 10 years' radio experience. Complete background and experience will be given first reply. Southeast only. Minimum salary $65 week. Box 767, BROADCASTING.

First Class Technician—With years of broad experience available part-time Manhattan or vicinity. Box 777, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER—17 years' experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 43 years of age, veteran last war. Present income $10,000—interested in salary and commission arrangement. Best of references. Box 775, BROADCASTING.

Engineer, Announcer and Salesman—All experienced. Available soon for Middle West. All draft exempt. Make offer for one or all. Box 766, BROADCASTING.

Staff Trio—Man, wife, daughter. Using piano, violin, sax, cello, vibraharp. Have solovox. Union, radio experience, classic, popular. Address Keshner, Spring Mill Inn, Mitchell, Indiana.

College Graduate—With special training in speech and radio broadcasting wishes placement as announcer and copy writer in a small station. Long experience as piano accompanist. Four years' experience as assistant program director for recreation center with occasional opportunities for script writing and broadcasting in this connection. Read and write French and Spanish and speak French. Typing fair. Can take responsibility. Box 779, BROADCASTING.

Announcer—Ambitious, experienced, references, home control work, 4-F. Box 785, BROADCASTING.

A Clear Channel—Or outstanding regional station can get steady, permanent announcer. Draft exempt. Four years' experience. Continuity and selling. College. Box 780, BROADCASTING.

Wanted to Buy

33 1/3-78 RPM Professional Recorder with amplifier and two turntables. Presto Model Y or equivalent. WCED, DuBois, Pa.

We Desire Full or Controlling Interest—In local channel station, midwest preferred, must be clean cut proposition, replies confidential. Box 771, BROADCASTING.

Radio Station—Local regional. Russell Bennett, Sweetwater, Texas.

For Sale

Portable Playback—60 cy. A.C., 16" 33 1/3 transcriptions; with projector for stills and screen in leather carrying case. Made Electro-Acoustic Products Co. Perfect condition. $200.00 cash. Act quick. Osborne Stearns, 219 Oxford, Buffalo.

INTERIOR COAL DISCS APPLAUDED BY NAB

THE NAB has given its official thanks to the Interior Dept. for that agency's recognition of radio as an advertising and information medium, in a letter from Lewis H. Avery, director of broadcast advertising, to H. A. Gray, deputy solid foods administrator for war. The letter, which refers to the "Buy Coal Now" transcriptions made available to coal dealers for sponsorship on local stations, follows in part:

> Let me asure you of the sincere appreciation of broadcasting stations from coast to coast and from Canada to the Gulf for the programs and announcements you recently sent to coal merchants, urging them to use broadcasting on a paid basis.
>
> Long discriminated against by various Government agencies and departments, broadcasting stations have, nevertheless, contributed freely and fully of their facilities to aid the various programs of war information. Your recognition of the medium as a further means of advertising is double welcome. * * * We are planning special mailing to all radio stations, again urging them to get behind this campaign.
>
> At the meeting of the Small Market Stations Committee in the Hotel Mayflower in Washington on June 9 and 10, a resolution was introduced and passed unanimously expressing the appreciation of the small market stations (about 400 in number) of your constructive cooperation with broadcasting generally. As soon as the minutes of that meeting are available, I will send you a copy of the formal resolution.

MURRAY VERNIK Adv. Agency, Philadelphia, has moved to larger quarters at 1524 Chestnut St. New Telephone number is Rittenhouse 2622.

Quoting WGY's Program Manager A. O. Coggeshall:
A Singing Find
referring to Betty Bower
WGY
SCHENECTADY, N. Y.
50,000 WATTS

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by a
5 KW NBC STATION

A top announcer for a top job. Must have five years experience and be competent all around. For the right man we have a good job with an excellent future.

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Deferment Plan for Radio Set Up by Hollywood Committee

Manning Replacement Table Utilized in Program Which Selective Service is Expected to Adopt

PROPOSING orderly withdrawal of essential California broadcasting industry personnel for military service, and defining deferment necessary to train replacements, Hollywood Radio Selective Service Committee today is rounding up last-minute manpower reports from networks, stations and advertising agencies. Following submission of the lists to the War Manpower Commission and State Selective Service during early July, a directive, it is anticipated, will be issued to local draft boards recommending suggested periods of deferment.

Hollywood committee has reportedly been assured by officials of both government agencies that every consideration will be given to the submitted schedule. Although strictly a California project, it is supposed that other states will follow with similar requests utilizing the Manning Replacement Tables.

Employer organizations in the Southern California area have already received a prepared manual of job classifications which exist within the industry. Each job title is defined, with definition including a minimum and maximum training time estimated for the job. Selective Service deferment period for workers employed in the various positions is also indicated. Deadline for return of the manual is June 28. Schedule follows:

Deferment Periods

Job classifications listed for over 12 months exemption: Executive or station manager, agency radio executive, agency radio producer, executive radio package show; talent agent, chief radio engineer or supervisor, radio technician, technical announcer, recording engineer, traffic manager and assistant traffic manager, script writer, continuity writer, continuity department head, editor or re-write man, adapter, news analyst, special events director, news bureau managing director, program department manager, producer, sound effects manager, production manager, music department head, musical clearance department head, musical director, composer, arranger, copyist and air conditioning superintendent.

For six to 12-month deferment: assistant station manager, station relations director, assistant agency executives and assistant producers, agency publicity department head, research writer, special events writer, gag writer, assistant managing editor of news bureau, news editor, assistant manager of program department, sound effects technician, chief announcer, assistant musical director, head music librarian, auditor, accountant, chief photographer, radio publicity department head, manager of building maintenance, carpenter, electrician and painter.

Radio agent is down for four-months deferment, as are assistant music librarian and assistant chief photographer. In the three-month deferment class are agency radio publicity department assistant, program clerk, junior continuity writer, assistant production manager, assistant producers, announcer-newscaster, personnel director, purchasing agent, sales promotion manager and artist. In the two-month classification are assistant radio agent, announcer, announcer-salesman, junior sound effects technician, transcription operator, contractor, teletype operator, bookkeeper and general department head.

One month deferments are suggested for commercial writer, re-write news editor, editorial assistant, junior radio announcer, supporting actor or bit player, singer, musician, mimeograph department head, secretary, stenographer, general ledger clerk, payroll clerk, stock clerk, duplicating machine operator, production department operations clerk, typists, telephone operator receptionists, file clerk, mail clerk, messenger, publicity schedule clerk, assistant sales manager, assistant sales promotion manager, radio sales promotion copy writer, radio publicity department assistant, salesmen, publicity writers, photographic fashion editor, librarian (sales promotional), stage hands, ushers, maid or charwoman, and janitor.

Hollywood Radio Selective Service Committee comprises 16 representatives from the networks, Southern California Broadcasters Assn., advertising agencies, talent agencies, Radio Writers Guild and AFRA.

Plaque for Servicemen

OHIO'S GOVERNOR John W. Bricker dedicated a plaque containing names of 68 former employes of Cincinnati stations WLW, WSAI and WLW, now in military service, during ceremonies in the lobby of Crosley Square. Frederic A. Williams, artist and sculptor, designed the plaque, assisted by station staff artists Rudolph Prihoda and John Haynes. Taking part in the dedication were James D. Shouse, vice-president of the Crosley Corp.; WLW Announcer John Cornell; former WLW Newscaster Lt. Melvin Maginn, and a color guard from Ft. Thomas, Ky.

Flag-Draped Beauty

THE CONTEST to determine Cincinnati's candidate for "Miss America" of 1943 will be sponsored by WCKY, Cincinnati, and will be conducted as a war effort project. Contestants will make their first appearance in connection with the *Smokes for Service Folks* program July 3 at Crosley Field. The winner, to be selected late in August, will receive a complete war-time wardrobe and will be sent to Atlantic City the week of Sept. 6 to compete for the national title.

CHELSEA, ON WTZ, NOW HAS PROGRAM

CHELSEA CIGARETTES, which have been in the news since last fall as the brand which flooded the soldier market in England, and is now reported practically unobtainable there, will expand this week with a Monday through Friday program on WJZ, New York, titled *Chelsea's Band of the Week*. Larus Bros., manufacturer, has limited its radio advertising for Chelseas, Edgeworth Tobacco, and other tobacco products, to one-minute spot announcements up to the present. First five-minute program for the firm, the WJZ show will feature records made by the "band of the week," and will be heard at 6:40 p.m., starting June 28. Edgeworth Tobacco as well as Chelseas will be advertised. Larus one-minute spots continue in an undetermined number of major markets. Agency is Warwick & Legler, New York.

Outdoor Figures Oftener

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, and technical director of the Advertising Research Foundation, has also been named head of the Traffic Audit Bureau. Offices of the Bureau have recently been moved from 60 E. 42d St. to 330 W. 42d St., New York. Beginning in August TAB will issue semi-annual circulation figures for outdoor plants operating in cities of 25,000 or more, replacing former audits every three years.

STATION WOOF
SID HIX

Drawn for BROADCASTING by Sid Hix

"He's To Be the Announcer On the New Condensed Milk Show!"

Jergens Expands Line-up on Blue

Adds Musical 'Depreciation' Period to Basin St. Show

ANDREW JERGENS Co., Cincinnati, sponsor of Walter Winchell for Jergens lotion and *Chamber Music Society of Lower Basin Street* for Woodbury soap in the Sunday evening 9-9:30 p.m. on the BLUE, will increase the station line-up for both programs on July 18, at the same time expanding *Basin Street* from a quarter-hour to a half-hour series.

Winchell, currently on 117 stations, of which 48 have been NBC affiliates and 69 BLUE outlets, will be heard for the first time since Jergens placed him on the air Dec. 4, 1932, on a network of exclusive BLUE stations. The increase calls for the full BLUE network of 149 stations available for evening programs, or an addition of 80 BLUE stations to the present total.

The same total will carry *Basin Street*, currently on 120 BLUE stations, when it is expanded from 9:15-9:30 p.m. to 9:15-9:45 p.m. With the expansion, Jergens also plans to add "a musical depreciation period" during which the vagaries of musicians and composers will be subject to ridicule, and to resurrect the "Dixieland" group heard on the show when it was on a sustaining basis. Lennen & Mitchell, New York, is the agency in charge of both Jergens programs.

As a part of the Sunday night shift of programs on the BLUE, Carter Products, New York, on July 18 will shift *Jimmy Fidler From Hollywood* from his current 9:30-9:45 p.m. spot to the following quarter-hour. He will continue to be heard on 77 stations on behalf of Arrid. Agency is Small & Seiffer, New York.

James McDonald Named Blue Post-War Advisor

JAMES G. McDONALD, BLUE commentator, and former diplomat and journalist, has been named advisor to the BLUE on post-war relations, it was announced last week by Mark Woods, president. From 1919 to 1933 Mr. McDonald was chairman of the Foreign Policy Ass'n, and for the following three years served as League of Nations High Commissioner for Refugees from Germany. He joined the *New York Times* in 1936 and until 1938 served as editorial writer on foreign affairs for that paper.

In announcing the appointment, Mr. Woods said: "We are cognizant of the fact that broadcasting, like all other American life, business and social, is now devoted exclusively to the winning of the war. But at the same time, we cannot afford to ignore the necessity for planning for the years immediately following the peace. Those years will face us with staggering problems of readjustment and assimilation. Chaos may result if we wait until the problems confront us before we consider a solution."

XUM

We Couldn't Get Along Without It!

Not as far-fetched as you would imagine! Radio today is as vital to the farm as the plow itself, the link between a world at war and American farms such as that of Kansan and Aunt Polly. In the "Heart of America" KMBC is the only station with a complete farm service — with a full-time specialist in farm problems, Phil Evans. Thus is programmed KMBC's facilities for service to the 49% potential rural audience of this area — as well as to the 51% urban.

It was therefore only logical that Kansas City livestock interests should again grant to KMBC, for the fifth consecutive year, the exclusive rights to broadcast official market reports direct from the livestock exchange with Bob Riley, KMBC's full-time professional marketcaster. Another reason for KMBC having 350% more farm listeners than the nearest competing station — as many listeners as all others named — a total of *twenty-five* stations! Free & Peters has the story!

KMBC
OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS

4

- - - BUT WHAT'S UNDER THE HOOD?

IF you buy radio merely for appearance, you ought to buy the stations with the biggest, most colorful coverage maps.

If, however, you buy radio to go places and do things, it's a good idea to determine how much selling power is under the hood.

The only way to measure a station's selling power is to measure its audience, not the ground it covers.

WKY's selling power exceeds by far that of any other Oklahoma City station with 46.3% of Oklahoma City's entire morning audience, 55.1% of the afternoon audience, and 59.2% of the evening audience (Winter-Spring Hooperatings).

No other Oklahoma City station exceeds WKY's ability to cover ground in Oklahoma either. On its 930 kc. frequency, WKY covers a major portion of the state, and, with plenty of selling power under the hood, takes radio advertising more places, to more people, and makes it do things better than any other Oklahoma City station possibly can.

WKY
OKLAHOMA CITY

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The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
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